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CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

SEPTEMBER 29 1979



PHILIPS



**You're face to face
with the brand leader.**

As brand leader the Philishave electric shaver has more advertising behind it than any other shaver.

Not only are our 45 second spots on TV nationwide but this autumn they'll be seen in the cinema too.

Soon the face of it, it might not be a bad idea to take stock now before demand exceeds your present supply.

Philishave. The close shave that's a positive pleasure.

Simply years ahead.



Beauty Business

SPECIAL SUPPLEMENT

**'No apology'
for notional
salary rise**

**Sainsburys
want chemists'
customers**

**C&D Assistant
of the Year:
more regional
final pictures**

Breathe Easy

When a cold or catarrh makes breathing difficult, Mentholatum Balm brings comforting relief.

Mentholatum is sold all over the world and combines pure, natural Menthol, Eucalyptus and Pine. Mentholatum is the natural Menthol balm for easy breathing. And the special blend of this soothing preparation makes it

suitable for a variety of family ailments. Mentholatum cools, soothes and softens the skin. It helps to heal in cases of skin irritation, chilblains and chapped skin.

Mentholatum is now available in attractive new packaging to appeal to a wider market and has been reformulated to comply with the General Sale Lists.



Mentholatum

CHEMIST & DRUGGIST

Incorporating Retail Chemist

September 29 1979

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Editor Ronald Salmon MPS

Assistant Editor Graham Thorne BPharm MPS

Technical Editor Barbara Weston BPharm MPS

Beauty Editor Kim Pearl

Contributing Editor Adrienne de Mont BPharm MPS

Information services Ivan Cotgrove

Advertisement Manager Peter Nicholls JP

Director Arthur Wright FPS DBA

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Regional advertisement offices

Midlands 240-244 Stratford Road, Shirley, Solihull,
West Midlands B90 3AE 021-744 4427
North east Permanent House, The Headrow, Leeds LS1 8DF.
0532 452841
Scottish 74 Drymen Road, Bearsden, Glasgow
041-942 2315
North west 491 Chester Road, Old Trafford, Manchester M16 9HF
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29 September 1979

COMMENT

Images

"What image of pharmacy does *your* shop present to the public?" That challenging question was asked of Lincolnshire contractors at their annual conference on Sunday (p463) when Mr Tim Astill, NPA deputy secretary, suggested that perhaps some members of the profession were seeking the wrong goals. But whatever the desired image or status, Mr Astill laid stress on the often-stated fact that is retail pharmacists, both individually and collectively, who determine how the public views the profession.

Five years ago, he told the conference, consultants warned NPA that a public relations campaign on behalf of its members would be a waste of time and money—and the consultants not only passed up the chance of a lucrative account, they waived their report fee! In effect, they said that too many pharmacies did not live up to the image it was desired to create, and that the public's image of the profession as a whole could be no better than that of the business known to the individual consumer.

Mr Astill did not expand on whether the image has changed for the better since 1974, but one thing that hasn't changed is the clamour for pharmaceutical organisations to improve the profession's image centrally. Flushed with the success of their Downing Street march, London group LPC chairmen and vice-chairmen met last week and blasted the PSNC for what they regard as inept handling of the notional salary increase, as reported on television (p461). However, the mood of the meeting contrasted strongly with that in Lincolnshire a few days later.

The London group claims in its resolution that PSNC is failing in its "contractor" relations, as well as its public relations, and one speaker said angrily: "There's a growing militancy: if you don't achieve anything get out." The last remark was addressed to two established members of PSNC, Mr Worby and Mr Lewis Priest, and perhaps also to the two new London members, Mr Blum and Mr Smith who are certainly committed to improving both the contractor and public relations record. Unfortunately, however, they failed in this regard as a group last week—it was not one of their better or more constructive meetings—and a newcomer was moved to conclude: "All I've learned is who hates whom."

Yet the London meeting had heard some "off the record" inside information from the PSNC members, as did Lincolnshire contractors from Alan Smith, PSNC chief executive. The Lincolnshire reaction—and it is hardly the *least* "militant" of the LPCs—was to give general approval to the PSNC approach, even if unhappy that major victories always seem just around the corner, rather than in the bag. But then, the county's contractors were receiving their sixth annual direct briefing on the subject: perhaps London might consider bringing *its* rank-and-file together for similar enlightenment.

As a footnote to "images", perhaps we may quote from a newly-published Euromonitor survey of retail trade in 1979. It has discovered that "chemists are looking more like a mini-Boots by *diverting into toiletries*" (our italics); it also finds that "the voluntary group *CARE* accounts for 50 per cent of independent chemist outlets" (their capitals, our italics). On such gross errors are chemists' reputations lost in marketing circles. But then, Sainsbury's propose to take good care of your bemused customers (p460)!

Fabergé formalise Woolworth supplies

Fabergé have formalised their distribution and merchandising arrangements with F. W. Woolworth, in line, they say, with the "increasing availability of quality fragrance and cosmetic products in high street multiple stores."

Woolworth will now be buying Kiku, Babe, Brut (as well as Brut 33) and Xanadu from Fabergé rather than indirectly from wholesalers or similar sources. The products will be offered in a limited number of major Woolworth stores at Fabergé published prices.

Commenting on the agreement with Woolworth, John King, general manager of Fabergé UK said: "Multiple outlets have been stocking our brands, along with many others, for some time now. In preparing our 1980 marketing plan it was clearly necessary to make some formal arrangement with Woolworth so that we could properly plan the availability and merchandising of our products in these outlets and ensure that the interests of our traditional agency outlets, such as independent chemists, and department stores were protected. By dealing directly with Woolworth we can ensure our pricing and merchandising policies are followed."

Fabergé say they will also be extending their existing "prestige" product ranges, such as Cavale and Partage, with three new launches in 1980. "These products will be available only through specialist outlets and will form the basis of a whole new Fabergé business geared to meet the needs of the chemist and department stores" says John King.

Who seeks advice of the pharmacist?

Adults in full-time employment are the main group of people who seek a pharmacist's advice, according to Mr David Sharpe, president of the Pharmaceutical Society said, writing in a recent issue of *Mims Magazine*.

Young mothers with their first baby also form a significant group but pensioners rarely ask the pharmacist for advice that would result in the purchase of a medicine. This, says Mr Sharpe, is probably because the elderly have plenty of time and a visit to the doctors is a social outing. Also their prescriptions would be free.

A survey of the queries received by Mr Sharpe's pharmacy during a 10-day period in May showed that those on skin complaints were the most frequent—however chicken-pox was rife at the time. About 18 per cent of the patients were referred to a doctor without making a sale. Most patients prefer to have "something made up in the dispensary", with their own name on the label. The

medicine is then seen as being specifically formulated for their needs.

With the amount of OTC medicine advertising aimed at the general public, Mr Sharpe says that the majority of customers are to a certain extent "pre-sold". He says that the Pharmaceutical Society's policy is that medicines are not ordinary goods to be merchandised and that all drug advertising to the general public should ultimately stop. He personally thinks that many of the advertisements could be more sensible and he says he would particularly level criticism at the television commercials.

Mr Sharpe concludes that public education on medicines needs to be improved on two fronts. First, those who use medicines excessively should be persuaded that fresh air and exercise might be better and secondly, the habitual visitor to the GP could be taught he can often buy an effective medicine from the pharmacy.

More apply for 'essential' status

Applications under the Essential Small Pharmacies Scheme have increased as a result of deletion of the criterion relating to the non-NHS turnover of qualifying pharmacies, it was reported to the Pharmaceutical Services Negotiating Committee this month. The Committee had decided that the total payments, payable from the global balance sheet, should have a ceiling figure set at £250,000 (July meeting) and that in order to make payments to all eligible pharmacies under the revised criteria a reduction of 15 per cent would need to be made in the scales of payment.

Concern was expressed by the Com-

mittee that payments under the Scheme were made through the balance sheet procedure and it was agreed that this matter be raised again with the Department of Health. If contractors were willing to pay £250,000 to help their colleagues the Committee considered that the DHSS should provide the additional £45,000 required to maintain payments at the 1978 level.

A letter was received from the Department concerning the addition to the Drug Tariff of Dumas Prentif cavity rim and Vimule contraceptive caps. The Committee agreed to the inclusion of the caps within Part VI of the Drug Tariff with effect from November 1, 1979. It was also agreed that representations be made to the Department that Dextrostix be included within the schedule of chemical reagents which may be supplied on Form FP10.

Concern has been expressed to the Department about the lack of information to pharmacist contractors concerning the recent withdrawal of certain antihistamine preparations.

A protest has been made to the Department about the delay in providing pharmacist contractors with Forms FP57 showing the new, increased, prescription charge. In its reply the Department indicated that the timing of the Government's announcement made it impracticable for replacement stocks of the new forms to be available in sufficiently large quantities in time for July 16.

A letter was received from the Department indicating that due to the likely cost of reviewing the complaints procedures, this matter had been provisionally set aside until 1980 when the Royal Commission report will be studied.

A letter from the Pharmaceutical Society, together with the "Guide to Good Dispensing Practice" was considered by the Committee. Concern was expressed by members of the Committee about the supervision aspects in this Guide and, in particular, the ratio of qualified to unqualified staff. The matter is to be considered by the technical sub-committee.

Spend an extra minute in Sainsbury's and save yourself a trip to the chemist.

You'll always find low prices on a wide range of toiletries for all the family, at Sainsbury's.



You get it straight from Sainsbury's.

No word yet about Sainsbury's bid to take on major cosmetics agencies; meanwhile they seem generously willing to kill off the chemist on behalf of the public, if this week's "Sun" advertisement is to be believed



Trade shows on land and afloat: Vestric's at the London Hilton (left) and Ferryman's—where else but on a ferry?

London LPCs group dissatisfied with PSNC publicity

The quality of public relations established by the Pharmaceutical Services Negotiating Committee came in for severe criticism from chairman and vice-chairman of the Greater London LPCs last week.

In a resolution (formulated after a meeting last week had dispersed, but summing up the feelings expressed), the London Group said it was "highly dissatisfied" with PR quality. The resolution continued: "It regrets that there has been no consistent and all-embracing effort to publicise the vital role of the pharmacist in the community in order to heighten the growing awareness of the public that it is in danger of losing a very valuable service."

"It is unanimously of the opinion that PSNC spokesmen and publicists have not identified themselves to any extent with the individual pharmacist and his problems, thus leaving him with the feeling that he is isolated, neglected and largely unappreciated."

"It urges the PSNC firstly to completely rethink its public relations policy, and secondly to seek the co-operation of the Pharmaceutical Society, as well as that of all LPCs, in a new concerted effort, using greatly improved communications, to raise the moral and professional pride of all general practice pharmacists."

Propranolol terms

ICI has now obtained an undertaking from chemists in Norfolk not to sell propranolol tablets which infringe ICI's rights (last week, p425). An interim injunction had been obtained by ICI against Racey's of Great Yarmouth.

At the further hearing on Wednesday last week, it was reported to the High Court that a settlement had been reached on terms which included an undertaking by the Racey companies not to infringe ICI's propranolol patents and not to deal with products which would breach ICI's rights in relation to the appearance of its Inderal tablets. Racey's have also undertaken to destroy their remaining

stocks of the offending tablets.

An analysis of the tablets concerned by ICI showed that they did not meet the BP specification for propranolol because of the level of impurities involved. But ICI believes that the speedy action taken has prevented any widespread distribution of these tablets.

CHCs plan pharmacy seminar next year

The Association of Community Health Councils is hoping to hold a seminar next January on topics relating to pharmacy.

Leading pharmacists will be invited to speak to CHC members on such matters as the location of pharmacies, whether pharmacies should remain independent, prescribing costs, and so on.

The Association's annual meeting in York last week passed a resolution calling on the Department of Health "to support financially, for expenses only, a group of volunteers who undertake to run a prescription collection and delivery service." Another motion carried called on the Secretary of State "to consult with the professions in an endeavour to obtain full, clear and legible instructions with all prescriptions." About 450 members attended the meeting.

NPA extends course

The staff training course booklets of the National Pharmaceutical Association are to be augmented by the addition of a third section which will help provide a "structured" approach in line with modern training practice. Among the features will be job definition, self-assessment, assignments, planning sheets and test papers.

The new section, based on proposals made by the Distributive Industry Training Board, is the outcome of the previously reported pilot scheme involving a number of NPA members. It is anticipated that the supplementary publication will be available next year.

Mr B. Maclaren Rusling, management and training officer at Mallinson House, is immediately responsible for the extended training programme.

Right prescription from Ferrymans

Herbert Ferryman Ltd found the right prescription on Sunday, September 23 when many of the Numark chemist customers, together with the majority of the leading OTC manufacturers "sailed ahead with Ferryman" on the Townsend Thoresen ferry, Viking Valiant, bound for Cherbourg. A busy programme had been arranged by Ferrymans, in conjunction with Numark central office.

During the morning, a large trade "fayre" was held for the benefit of the chemists, whilst mothers and children could either watch cartoon films in the cinema or eat a special Smorgasbord.

Joint local advertising was discussed and from those members present there was a strong indication that they were in favour of trying such a pilot scheme, using the basic Numark national promotional advertisements, with a list of the Numark chemist shops in the area printed alongside. Contributions in the Ferryman area would range from approximately £10 per member per insertion to £16.50.

Once the various functions were over people were free to have dinner or dance in the disco until an hour before the ship was due to dock, when the Chemist Assistant of the Year regional winner was declared and the raffle drawn for the numerous prizes donated by the manufacturers (see also p487).

ASA reject Durex poster complaint

A complaint that Durex "crowd stopper" posters were offensive, harmful to young people and an unsuitable medium for the promotion of contraceptives, has not been upheld by the Advertising Standards Authority. The ASA noted the advertisement, although more forthright, followed the theme of the previous "small family car" poster campaign.

A complaint that the light transmission of Reactolite Rapide lenses did not change when the wearer looked through glass or the windscreen of a car was not upheld. Laboratory tests substantiated the manufacturer's advertised claim.

'No apologies' for a 45pc increase

The Pharmaceutical Services Negotiating Committee has no need to apologise for achieving a 45 per cent increase in the notional salary. Mr Alan Smith, PSNC chief executive, told Lincolnshire contractors' annual conference last weekend.

Mr Smith pointed out that the increase was not phased, it was backdated to January 1—and it would increase further to around £10,000 in three months' time. But why had no money been available to contractors now, as a result of the increase? That Mr Smith explained by presenting the statistical background against which PSNC has to negotiate.

He began by comparing the balance sheet of 1975 with that for 1979. The number of prescriptions dispensed in 1975 was 303m compared with a 1979 forecast of 331m. "The first task of the PSNC therefore is to raise sufficient money to pay for the dispensing fees on this additional 28m prescriptions—approximately £7m."

The net ingredient cost in 1975 was 94p per prescription compared with 196p per prescription in 1979. The difference between 10.5 per cent oncost on 94p (8.9p) and 11.3 per cent on 196p ingredient cost (22.2p) amounts to 13.3p per prescription and approximates to another £44m.

"In other words, in order to maintain the dispensing fee at the same level and to increase the oncost only marginally (0.8 per cent) the PSNC have had to increase the total payments out from the balance sheet by £55m.

Free bargaining precluded

Mr Smith went on: "Contractors naturally are not content with their payment being maintained, and although the total payment out increased from £103m in 1975 to £158m in 1979, pharmacists still have had no increase in their dispensing fee." Successive prices and incomes policies had meant the Committee was not in a "free bargaining position" but the new Government's scrapping of incomes policy had made it essential that pharmacists successfully negotiated a substantial rise in the notional salary to make up for the backlog.

The task of increasing the balance sheet by £55m was hard enough, particularly in a time of economic restraint, but to that must be added the £25m subtracted by the DHSS as a result of the 1975 stockholding inquiry.

Mr Smith said he had been surprised, on joining PSNC, to realise that the DHSS were "in my opinion" interpreting the contract incorrectly. "Our contract is based on a cost plus concept—but not equated with a cost plus concept. For example, when the 16 per cent return on

capital invested was agreed certain assumptions were made with regard to the capital employed on which the 16 per cent was based and from which the pence per prescription profit resulted. "If in any normal contract an assumption—in this case the 11 weeks stockholding—is subsequently proved to be incorrect then the contracting parties renegotiate the basic terms of the contract. Not so according to the officials of the DHSS. They unilaterally adjusted the capital employed without agreeing an increase in percentage of profit paid on that capital. This resulted in chemists being penalised for their stock turn efficiency.

Panel delays

It was because of the enormity of the task facing PSNC that the Committee felt the only salvation would be an independent panel to look into the whole question of NHS remuneration. The Committee was now eagerly awaiting the panel's report with regard to a fair return on capital and had there not been delays in setting up the panel and agreeing its remit, Mr Smith suggested, the "overpayment situation" might have been recognised and the notional salary award would have been able to be passed on to contractors immediately. "In the event the notional salary negotiations were completed prior to the panel reporting and consequently this has been used to rectify the imbalance, leaving the outcome of the property negotiations and also any panel recommendations to be passed on to contractors."

Believing that the balance sheet was vastly underfunded—in contrast to the DHSS view of overpayment—the PSNC rightly refused to accept Government proposals for either a cut in either the fee or the oncost, as was imposed in Scotland and Northern Ireland. "The consequence was that we were heading for an overpayment situation and contractors were warned about this on many occasions by myself and by our chairman.

An attentive audience at Woodhall Spa



David Sharpe, soon after he came into office when he acquired the title of 'Honest David'."

"Overpayment" had become inevitable because of government intransigence in settling contractors just claims and because of the oncost increase from 10.5 to 11.3 per cent with the infusion of a once-only payment and nothing thereafter.

The estimated overpayment in January 1979 was £18.4m but this subsequently increased to £26.4m. "This was a contingent liability for each pharmacist of approximately £2,600! The result of negotiations, principally on a labour cost, have resulted in this overpayment now being reduced to £2m and this will be removed by the successful conclusion of the negotiations on property costs, particularly bearing in mind that the present government has agreed to backdate this award to 1977." Details of the award have yet to be finalised.

Mr Smith told the conference that in their publicity the Committee was stressing that contractors had received no fee increase since 1975 and that their gross profit had reduced from 26 to 19 per cent. He also argued that any money becoming available through current negotiations should be put with whatever came from the panel's recommendations—the total cake could then be divided fairly and provide funds for the introduction of, for example, basic practice and second pharmacist allowances, which successive LPC conferences had asked for. The need was to think "long term".

Mr Smith concluded that the only long term hope was a permanent review body. It would ensure that disputes were settled promptly and contractors were "rewarded for the profit and efficiency which have resulted in the saving of vast sums for the Government."

Loss of support ?

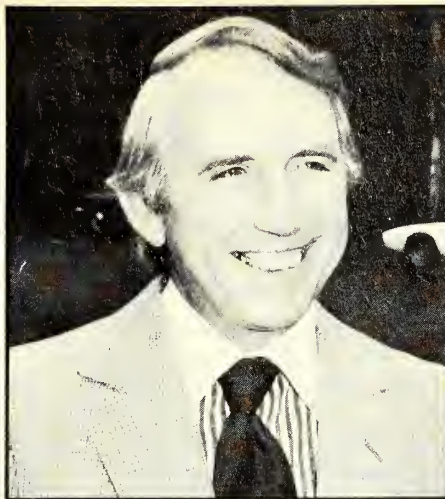
During the discussion Mr G. K. Benton asked whether the "spectacular" announcement of the notional salary increase had led the public to believe pharmacists were getting £8,500—he and his wife, also a pharmacist, had been asked if they were both getting that sum! There was a danger of losing support if the public believed pharmacists were being properly rewarded. Mr Smith replied that on coming away from the Department of Health he had been faced by television cameras and a choice of

making an announcement or leaving it to Dr Vaughan—whose view might have been even more “spectacular”.

Mr C. D. Ross, Bourne, asked whether the speaker was happy about the way the voluntary rural dispensing standstill was working. Mr Smith said he had been content, but events of the past three months had soured relationships. A doctor advised not to break the standstill had threatened to issue a writ against the FPC to secure his legal right under Section 30. Regulations to cover the standstill were essential, because if doctors could issue writs, so could pharmacists to ensure that their name was included on a pharmaceutical list. “If either profession insists on its legal rights the standstill is dead”. Following further discussion the conference agreed a resolution that PSNC should press for an early implementation of regulations to control rural area dispensing.

Mr Noel Baumber, Grantham, asked for a current estimate of the number of pharmacies not recovering their costs since the introduction of differential on-cost. Mr Smith replied that the spread of return on capital had originally been from minus 46 per cent to plus 30 per cent (that is 76 per cent differential), compared with the intended 16 per cent. Under the new system the range was not more than about 5 per cent, although there were a few pharmacies in group one which did not receive their costs yet were not “essential”; they must have good counter turnover to stay in existence.

In reply to the chairman, Mr Bernard Lewis, the speaker said the prerequisite for a more individualised contract was rational location. However, even when



Alan Smith: away from the firing line for a moment

there was a basic practice allowance care must be taken to set it low enough to ensure that contractors put effort into making their businesses attractive to the public.

Mr P. D. McCree, Alford, praised the Committee for its handling of negotiations, but still believed he was not paid enough for the job he was doing. “I find myself making economies in dispensing that I wasn’t taught to do—why doesn’t the DHSS listen to us?” Mr Smith believed a review body was the answer because when the DHSS said “no” to doctors and dentists the review body was able to give a decision, whereas with pharmacists negotiations snowballed on. Even a new contract would be of no value unless someone sat in judgment on the way it worked. The conference agreed to a resolution that a review body be set up as soon as possible.

Is this your image?

Five years ago, a public relations campaign for retail pharmacy would have been a waste of time—because the “product” simply did not match up to what was being claimed for it.

That was the finding of public relations consultants called in by the then National Pharmaceutical Union (now Association) in 1973, and it led to the formation of Independent Chemists Marketing Ltd and Numark, and the wholesaling revolution in OTC merchandise.

The hitherto unpublished consultants’ report was cited by Mr T. P. Astill, NPA deputy secretary, as evidence that professional “status” is a matter for the individual pharmacist rather than the public relations expert. The speaker quoted at some length from the report, which stated: “One of the major problems confronting the average shopper using a pharmacy is that the shopping experience is variable. We have visited pharmacies in both city and rural areas and found a wide divergence of service. Obvious faults can be quickly listed:—unattractive shop facade; ill-lit shop interior; sales service disappointingly similar to a supermarket experience; lack of uniformity of product range and dis-

play from shop to shop; poor window dressing; inadequate displays of goods.”

The report went on to give examples of bad service, stock-keeping and display, then added: “The range of goods stocked by pharmacy appears to be based on an obscure process of selection. The impression gained is that as a retailer the pharmacist generally accepts goods from salesmen indiscriminately and without too much inquiry, which results in a grossly overstocked shop so far as range of merchandise is concerned but a grossly understocked shop in depth and also necessarily superficial product knowledge on the part of assistants and often the pharmacist himself.

“The shopper cannot find what she’s looking for, cannot find what she might not be looking for, which could attract her, and cannot be seriously offered sales guidance. If, however, the pharmacist should rationalise his stock to emphasise those products with which he can associate his training, and ally this process to a simple display policy, we are convinced that considerable shopper loyalty must follow.

In their summary the consultants said: “Public relations cannot hope to persuade

any public that a product or service deserves a tenable reputation if the product is expensive and of undistinguished quality, or if the service provided is second-rate or not in line with current market requirements.” The conclusion was that all too often the effect of any public relations campaign would have been undermined by “what the public saw and experienced in the profession’s shop-window.”

Yet the image of pharmacists as individuals, could not be better, said Mr Astill. “You have only to look at the reports prepared by the various consumer organisations to know that patients and customers are generally very well served by our profession. But the pharmaceutical barrel has its rotten apples and because pharmacists are so closely in contact with the public, the effect of the unsatisfactory few on the image of the whole is very much greater than in other professions, which I am sure also have their ‘black sheep.’”

Section 66 threat

Could the image be improved? Mr Astill warned that if it were not, then section 66 of the Medicines Act gave health ministers “frightfully comprehensive” powers to govern just about every physical aspect of pharmacy premises, from storage to equipment to sanitation.

In an attempt to forestall this danger the Pharmaceutical Society in close consultation with the NPA, the PSNC, the Company Chemists’ Association and the Co-operative Pharmacy Technical Panel, had recently prepared a Guide to Good Dispensing Practice. “The NPA does not agree with every detail of the guide but for the most part we regard it as a sensible, reasonable and easily attainable set of standards for which every pharmacy proprietor should aim. Having said that, there will be few amongst you who will not need to take some action in order to comply with the guide.” Mr Astill said it was important that the profession should put things right so that politicians could be told “there is no need to step in here with legislation.” The speaker reminded the audience that the new Code had the force of the Statute upon matters of professional conduct, to which it was a supplement.

Having sorted out the dispensary, what about the unsatisfactory appearance of many sales areas? Mr Astill appreciated that increasing script numbers per pharmacy tied pharmacists more and more to their dispensary benches. “It is not, of course, part of the pharmacist’s training, nor part of his personal role, to merchandise cosmetics and arrange displays of toiletries. But for the foreseeable future, such items are going to be sold from pharmacies and it is therefore essential that pharmacists who cannot themselves devote time to effective stocking and selling of such goods, should delegate that responsibility to somebody capable of accepting it.” To assist, the NPA had recently announced a renewed

Concluded on p467

“You can tell Polaroid, if they don’t give me the £3 refund, I’m quitting.”

Felicity: But darling, the £3 refund is a promotion to get people to buy a Polaroid 1000 in November and December. You never even bought yours. Polaroid *gave* you it.

Richard: Probaby so they wouldn’t have to give me the refund!

Felicity: Darling, really!

Richard: It’s not just the money, it’s the principle of the thing. When I think of all I’ve...

Felicity: But what about them wanting to use your picture... you know, for display material advertising the promotion in shops and stores.

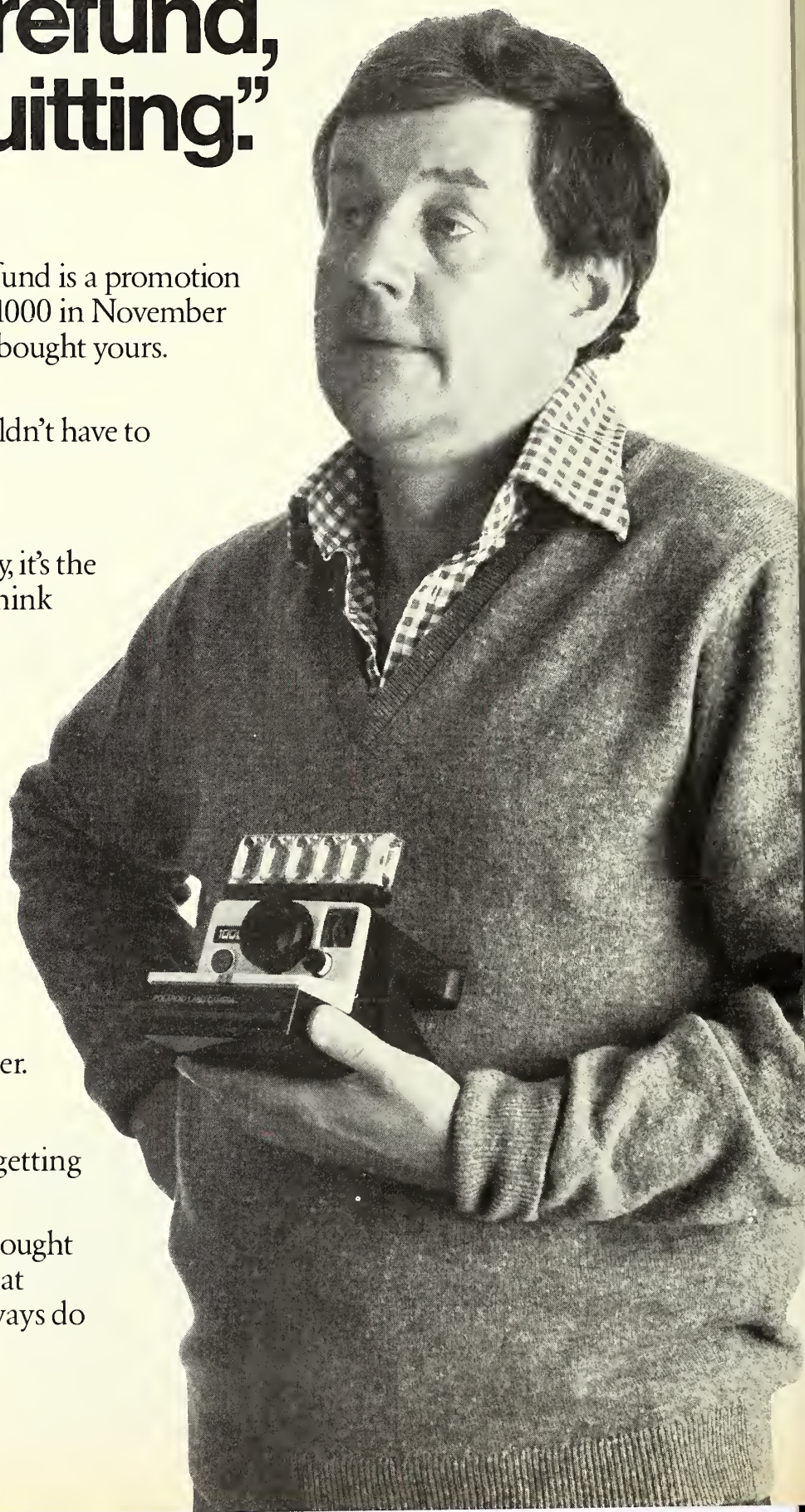
Richard: Sorry, old girl, but a chap’s got to make a stand, show ’em you mean business.

Felicity: I suppose that goes for the Christmas commercial we’re meant to be doing together.

Richard: ’fraid so.

Felicity: The dealers won’t be getting any support at all!

Richard: Polaroid should’ve thought of that. Of course, if you feel that strongly about it, you could always do it without me.



Felicity: Alone? In front of all those people? I couldn't possibly. World's simplest camera or not... without you there...

Richard: N-o-n-sense, anyone can...

Felicity: Not me. All that business about no focussing – just push a button and out pops the picture – it all sounds simple enough but...

Richard: You'll soon...

Felicity: No, you're the expert in these matters.

Richard: Oh, I don't know.

Felicity: Oh but you *are*, darling. Besides, it sounds better coming from a man, someone who's in control, reassuring, authoritative...

Richard: Yes, ah... actually, it's er... nothing really. More a question of technique than anything.

Felicity: Whatever it is, you've obviously got it, darling.

Richard: Well, perhaps a little moral support... tell you what... I could be up a ladder decorating a Christmas tree and explaining how simple the 1000 is and you could be taking a picture of me and I could wear my lavender playshirt and...

Felicity: ...and afterwards you could quickly pose for the display material advertising the £3 refund.

Richard: ...and afterwards I could quickly... hah, no you don't.

Felicity: It doesn't have to be for Polaroid... just for the dealers' sake.

Richard: Alright then, just for the dealers' sake.

Felicity: Darling?

Richard: Yes?

Felicity: Come here... a bit closer... closer... you know, it's getting harder and harder to get round you.

Richard: Kindly leave my waistline out of it.

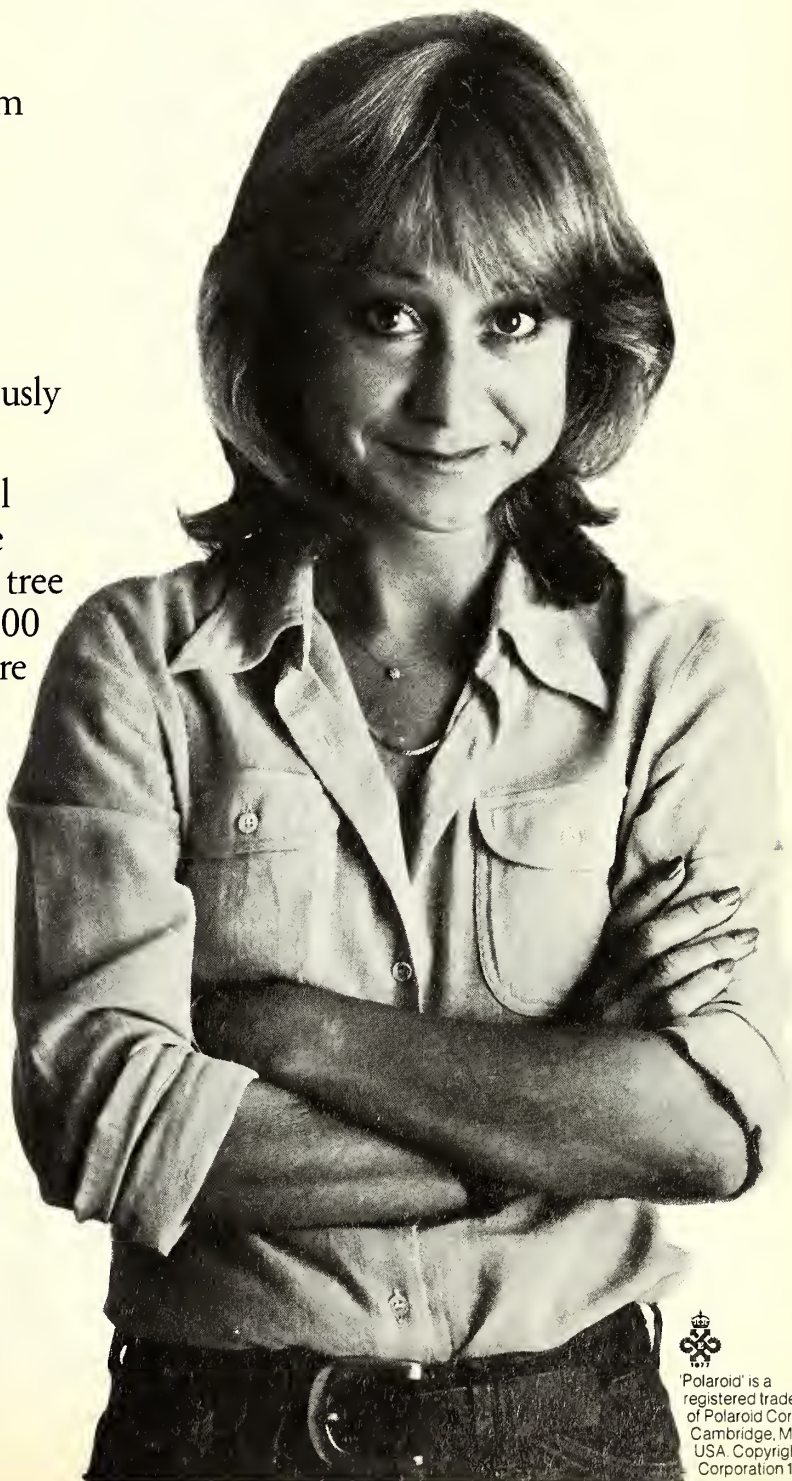
[From your point of view, the promotion couldn't be simpler.

All you have to do is put the display material – for which Felicity fought so spiritedly on your behalf – where your customers can't miss it.

Included is a dispenser full of refund vouchers. Customers send us one along with their sales receipt and registration card, and, in return, receive their £3. You don't lift a finger – except to ring up another Polaroid 1000 sale.

In addition, we're giving substantial support to the promotion in the national press.

You know, what with all this, it makes you wonder whether we've ever needed Richard in the first place.]



Polaroid is a registered trademark of Polaroid Corporation, Cambridge, Mass., USA. Copyright Polaroid Corporation 1979.

The country's best selling denture fixative is Super Wernet's.

And it's going to stay the leading brand, if our latest sales figures are anything to go by.

They've soared up by an impressive 43%.

What's just as impressive is the fact that Super Wernet's has amazingly loyal users, who're reluctant to change to anything else.

And now we're making sure we

reach all those other denture wearers who don't use a fixative, with two major bursts of press advertising.

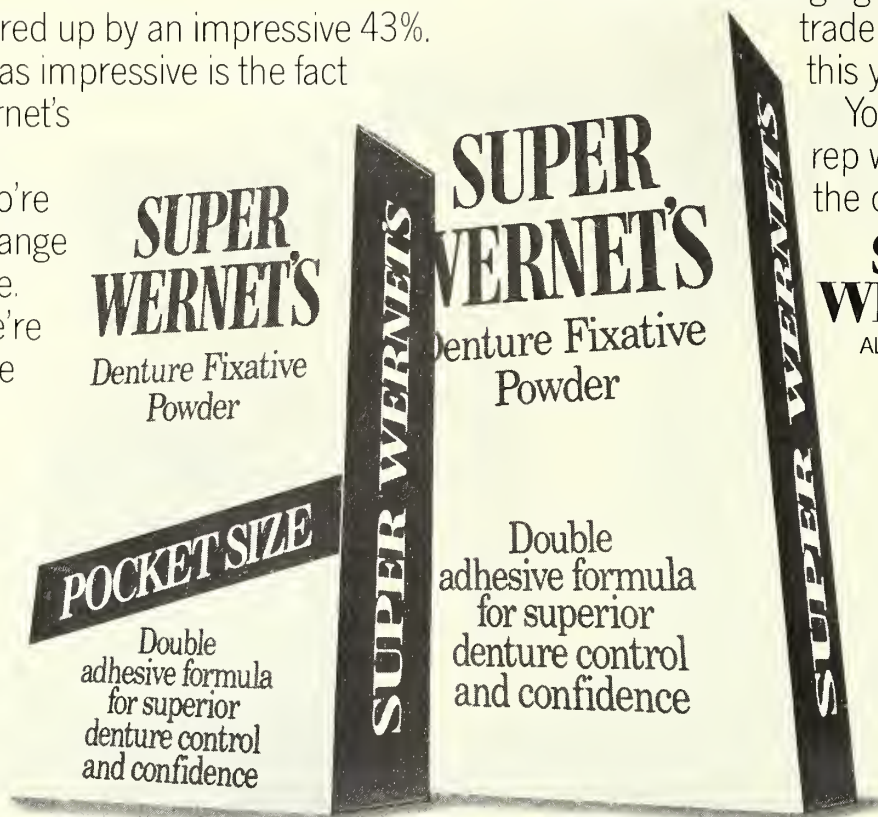
So be prepared for the demand.

We'll also be arranging a very generous trade bonus for later this year.

Your Stafford-Miller rep will give you the details.

SUPER WERNET'S

ALL THE CONFIDENCE
YOU NEED.



**LEADERS
NEVER
LOSE THEIR
GRIP.**



Tim Astill: sticking his neck out on "image" at Woodhall Spa

commitment to the provision of training services.

Finally Mr Astill came to status, which he suggested was no more than "professional snobbery" and as such, not only unimportant but capable of being destructive. "To seek to elevate our status by such artificial and amusing means as describing ourselves as 'general practice' pharmacists rather than retail pharmacists, or as pharmacists rather than chemists, is, in my view, entirely counter-productive. In the first place people don't know what you are talking about, and in the second place they regard it as mildly amusing that we should not be content to rest on our own laurels but should constantly strive to be something that we are manifestly not."

Professional sanction

Asked what could be done about "dirty" pharmacies—could the Society force them to join the 20th century?—Mr Astill said that with the Council statement on dispensing practice he believed they could. Failure to comply could be referred to the Statutory Committee and if pharmacy did not put its own house in order, Section 66 could make deficiencies into criminal offences.

Mr M. P. Mawson, Saxilby, was concerned that the consultants' report overlooked that the differences between pharmacies were part of their attraction. Mr Astill said the point was not that they should be stereotyped, but that the consultants had found there was insufficient similarity between pharmacies to permit a campaign.

Deaths

Morrison: Recently, Mr James Dunn Morrison, MPSNI, FSMC, JP, 12 Dundela Gardens, Belfast. Mr Morrison qualified as a pharmacist in 1927 after an apprenticeship with the late Joseph McMullan, Coleraine. He took over a pharmacy at 50 Belmont Road, Belfast early in 1933 and retired in 1975. He was appointed a justice of the peace in 1959.

Wilks: On September 15, Mr Stanley Edward Wilks, MPS, Wensley, Tintagel, Cornwall, aged 87 years. Mr Wilks qualified in 1919.

TOPICAL REFLECTIONS

by Xrayser

Role over?

The Conference reports should be read as a matter of course by pharmacists unable to attend personally, if for no other reason than to indicate trends in our profession and to allow us to think about the pressures on our way of life which, although not apparent, may affect us profoundly. By this I mean, affect us in ways beyond our control.

I am a practical man. When I started my career in pharmacy, I thoroughly enjoyed every facet of my apprenticeship from the wielding of a duster to the making of cocoa-butter suppositories. You all know the pleasure of making elegant products and the satisfaction of extending one's competence. You will appreciate why after my stint in retail I moved into hospital pharmacy because it seemed to offer a wider and more professional experience. As a career it had everything: professional status, equality with the medical staff, and the management of quite extensive manufacturing facilities—in those days we made nearly everything, from mixtures to sterile fluids.

Ultimately I left when it was pointed out that I couldn't hope to get a mortgage with my salary and prospects. I looked at manufacturing but didn't fancy making Soneryl tablets (just an example, not the name of the product or the firm) for the rest of my life, and so returned to retail practice. And over the years I found pressures undreamed of, reducing that side of pharmacy to less than 10,000 businesses, and within them a great uncertainty as to the role of the pharmacist. The traditional skills are no longer needed. We have lost a source of satisfaction in our work and we who hoped to survive with any degree of comfort, have had to buck up our ideas of business no end.

Yet Mr Clothier—you may recognise the name—at the banquet on Wednesday, predicts a great future for pharmacy . . . "if we are prepared to accept that our role is changing and developing." If we don't welcome change, then a profession is about to become extinct.

Hospitals too

The paper presented on "Hospital pharmacy's place in a changing world" makes clear that changes have not been restricted to retail, for it says clearly enough that production in hospitals should be limited to specials and not aimed at competing with commercial producers for routine products. We need to develop a few highly-sophisticated manufacturing units while further resources will be needed to assure quality control. The rest of our resources should be given to patient care. It is envisaged that there will be a move to unit dosage as opposed to bulk ward supplies, while staff hours should be staggered so as to provide a longer daily availability of pharmaceutical service. Pharmacists (clinical) need to be experts in drug information and to be provided with a computer-linked information service. Finally education should be a continuing process throughout a graduate's career.

It sounds terribly familiar . . . and yet I can't help wondering if all our heart searchings are a waste of time. I would have thought that the only thing we as pharmacists lack is confidence. We have seen the changes out already. We no longer need those hardly learned manual skills, which, while enjoyable, could easily enough be taught to any artisan. The old education which went with those times has long since been superseded by advanced training in pharmacology which is now the true name of the game. The mechanics of dispensing as practised today can be handled by technicians with the pharmacist taking true responsibility for the drugs and doses as related to the patients. In the better hospitals—that is, hospitals which are competent to undertake innovative treatments—continuing education for the pharmacist is a fact. But for those of us whose work is less stimulating I would welcome a week back at college every year to cover new steps in pharmacology and to renew a truly professional experience regularly. I wouldn't mind a computer-linked drug information service either.

NURDIN & LTD PEACOCK

THE *Cash and Carry* WHOLESALERS

HEAD OFFICE: BUSHEY ROAD, RAYNES PARK, LONDON SW20 0JJ

OFFERS AVAILABLE 1st OCTOBER until 19th OCTOBER, 1979

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GOOD NEWS!

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WAREHOUSE ON THE
PEACOCK INDUSTRIAL ESTATE,
DAVICOR ROAD, HOVE,
WILL BE OPENING FOR TRADING
FROM 8.30am ON MONDAY
15th OCTOBER, 1979.



PRODUCT	SIZE	COST	MRP	R S P	PROFIT ON RETURN
Radox Bath Salts	6 x large	£1.99	64p	48p	20.5%
Radox Bath Salts	6 x medium	£1.36	44p	33p	20.9%
Pears Shampoo (P / M 31p)	12 x standard	£2.36	31p	-	27%
Imperial Leather Soap (Special Price)	12 x bath	£1.69	20p	-	18.9%
Zip Firelighters	24 x standard	£4.34	35p	23p	21.3%
Anadin Tablets	48 x 4's	£2.13	8½p	-	39.9%
Anadin Tablets	24 x 24's	£5.08	38½p	-	36.7%
Brillo Pads (P/M 24p)	12 x 5's	£1.75	24p	-	30.1%
Brillo Pads (P/M 39p)	12 x 10's	£2.87	39p	-	29.4%

ALL OUR OFFERS ARE SUBJECT TO AVAILABILITY AND VAT WHERE APPLICABLE.

ALDERSHOT
Tel: Aldershot
31 30 58/9/0

AVONMOUTH
Tel: Avonmouth (0272)
82 5551/2/3

CHATHAM
Tel: Chatham (043)
552628

BRIGHTON
Tel: Brighton (0273)
418822 - 414037 -
414285

CHATHAM
Tel: Medway (0634)
41 21

CHRISTCHURCH
Tel: Christchurch (02015)
4202 - 482071

COLCHESTER
Tel: Colchester (0206)
71281

COWES
Tel: Cowes (0983)
286811

CHRISTCHURCH
Tel: Christchurch (02015)
4202 - 482071

GAGENHAM
Tel: 01-582 7839
585 7497
593 3501

EASTLEIGH
Tel: Southampton (0703)
613127 - 616390

HANWELL
Tel: 01-579 5297
579 5298

IPSWICH
Tel: Ipswich (0473)
59059 - 54848 - 211077

LOWESTOFT
Tel: Lowestoft (0502)
65168 - 65431

NORTHAMPTON
Tel: Northampton (0604)
53012

NORWICH
Tel: Norwich (0603)
49029 - 419406

NOTTINGHAM
Tel: Nottingham (0602)
869678/9 - 869670

PETERBOROUGH
Tel: Peterborough (0733)
231941/2

PLYMOUTH
Tel: Plymouth (0752)
708111/2/3

PORTSMOUTH
Tel: Portsmouth (0705)
63563

RAYNES PARK
Tel: Raynes Park (0733)
01-946 9111

READING
Tel: Reading (0734)
585730 - 585730

SIDCUP
Tel: Sidcup
01 302 8237/8/9

SOUTHEND
Tel: Southend (0702)
526341/2

STAINES
Tel: Staines (81)
52515

WALTHAM ABBEY
Tel: Lea Valley (9)
715115 - 716351

WATFORD
Tel: Watford (92)
43903 - 38393

We do not compete with our customers—
we neither own nor control any retail shops.

We neither wish nor intend to serve members of the general public.

COUNTERPOINTS

All the best from Philips —an autumn promotion

A new display incentive promotion is being offered to retailers by Philips. The sum of £10 can be won by any participating retailer, plus the chance to win a luxury Christmas hamper full of good things to the value of £200.

Stores must register to enter the scheme by October 31. Once registered, they will receive a kit of display material to support the "All the best from Philips" promotion theme. A mystery shopper will visit stores between October and December. If, when the mystery shopper calls, the retailer is displaying three or more items, £10 is his. Two items of display material will win him £5.

A display competition, run as an integral part of the promotion, gives retailers the chance to win a £200 Christmas hamper. Stores are invited to build a special "All the best from Philips" display with as many Philips small appliances as they can. Then send in a snapshot of the display. The displays will be judged early in December so that the winners' hampers arrive in time for a Christmas feast, says the company.

Philips' biggest ever pre-Christmas shaver campaign embracing national television and, for the first time, cinema, breaks on October 8. Three 45-second commercials in this £1 million national campaign will feature mini-dramas of people experiencing accidental "close shaves". This play on the "close shave" theme gives added emphasis to the final by-line "Philishave. The close shave that's a positive pleasure".

The campaign will run for ten weeks, October to Christmas. To complement this television burst, a new Philishave commercial, specially designed for the cinema will also be shown in 1,400 major cinemas, nationwide. *Philips Electrical Ltd, City House, London Road, Croydon, Surrey.*

October promotions from Unichem

October will be a month for Unichem customers to obtain 27 nationally-advertised products being offered at substantial discounts between October 10-26: Atrixo; Badedas Christmas packs; Chapstick; Corimist hairspray; Cuticura Baby Wipes; Day Nurse cold remedy; Elastoplast airstrip; Elseve conditioner; Fancy Free; Halls Mentholypus; Imperial Leather; Impulse body spray; Johnson's baby lotion, baby oil; KY jelly; Kleenex Super 3; Kotex Brevia; Natural Balance conditioner; Scrubbs ammonia; Sensodyne toothpaste; Sunsilk shampoo; Supersoft hairspray; TCP pastilles; Ultra-

brite; Valderma cream; Virol; Wilkinson Sword Profile razor and Zubes.

From October 1 to 26 Unichem will be offering the following products to members at discounted prices. Selected products will be included in a specially-produced "falling leaves" window bill to add a seasonal note to the others: Brut 33 antiperspirant and deodorant; Elseve shampoo; Gillette GII cartridges; Johnson's baby powder; Kotex Simplicity; Lil-lets; Matey bubble bath; Signal; Style and Sunsilk hairspray. *Unichem Ltd, Crown House, Morden, Surrey.*

Multigrade offer from Ilford

With every purchase of any combination of Multigrade enlarging paper and Multigrade developer, Ilford are offering to enthusiasts the choice of two free above-the-lens Multigrade filters, 7.6cm sq. Thus a single combination purchase gives the enthusiast the equivalent of three grades ("no filter" is equivalent to a grade) for the price of one.

The offer runs from October 15 to December 22 through participating dealers displaying a black-and-silver window sticker. It is being featured in the enthusiasts Press. *Ilford Ltd, Basildon, Essex.*

This advertisement sent the sufferers of Southampton and Derby rushing to buy



New! DERMIDEX Skin Medicine from the makers of Mucron, Do-Do and Migraleve

Three-fold treatment

Pain and irritation relieved — DERMIDEX contains a local anaesthetic.
Infection controlled — DERMIDEX is germicidal.
Helps healing of damaged skin.
(Full information has been sent to every chemist)

Outstanding test market results show:

- * exceptionally high consumer demand
- * complete user satisfaction — in-pack questionnaires give gratifying 95% product efficacy
- * overall sales rate (all chemist types) AT LEAST EQUAL TO MUCRON

Advertising — National Launch

Breaks October — LARGE SPACE, PRIME POSITIONS in all major national newspapers.

Please ensure you have stocks

Order NOW either direct (12½% launch discount on 1 doz. or more) or from your wholesaler. **Minimum profit of 50% on cost.**
RETAIL: 87p (50g) TRADE: £0.5043 each

INTERNATIONAL LABORATORIES LTD.,

Sunbury-on-Thames, Middx.
(Tel: Sunbury-on-Thames 87411)

Please note NEW ADDRESS from November 5th 1979.

Wilsons Road, Alton, Hants.
(Tel: Alton 88174)

[P] Pharmacy only



COUNTERPOINTS

New products from Jackel—one, two and three

It may have seemed to some retailers that Jackel have been unusually quiet of late. If this has been so it is a situation which is about to change. A new company has taken over as marketing consultants to Jackel and they told *C&D* recently that they envisage "a new lease of life". Nicholas Hall & Co see themselves as more than simply marketing consultants. "Not only do we present a document recommending what action should be taken", explained Sally-Anne Rutter, "but we then go out and do it—up to and including key account selling. Indeed we are so sure of our abilities that we actually work on a part fee, part commission basis!"

The first package we will be seeing from Jackel comprises three new launches—a pumice stone, foam wound protectors and a health support range. The pumice stone, marketed under the brand name Coral, is manufactured by Avoca Pharmaceuticals. Sally-Anne Rutter believes that the hard skin market has become quite "exciting".

The pumice stone by Coral replaces another the company used to sell but is made in quite a different way. The best pumice comes of course from the slopes of Mount Etna but certain difficulties in exporting the traditional mouse-shaped pumice stones are now being experienced. Also the people who know how to carve that mouse shape are a dying breed. Avoca have overcome these problems by exporting not the pumice stones but pumice powder. They then mould this powder with an adhesive and compress it into a new easy-grip shape.

Because of this new method of manufacture pumice stone by Coral (£0.59) will be available in four colours—the traditional grey and red, green or blue. The product will be advertised in general interest women's magazines from *Vogue* to *Woman & Home* and *She* in two bursts, one before Christmas and one just after. The media schedule is broad but biased towards women of 25+ who usually experience hard skin problems. Avoca may also be producing other pumice products under the Coral brand name in the future.

The second new product is Tubifoam, from Seton, makers of Tubigrip. Seton have been making hospital surgical dressings for some time and were asked by Boots to make Tubifoam available to them for retail sale. This exercise is said to have been so successful that the company decided to make the product available for sale generally. Three strips of Tubifoam (£0.69), each a different size, will be packaged in a colourful cardboard box and advertised in the woman's Press

as being suitable for many needs. The tubular foam dressing strips, which are lined with netting, can be cut to suit the needs of the consumer so that unlike pre-cut products they will be neither too short or too long, and can be used to protect, to cover a wound or can be opened up to form a pad. A display outer will be available containing 12 packs and more products may follow.

More Futuro products

The third launch is of an entire range of health supports brought over from Cincinnati, Ohio. Futuro products are manufactured in the States by Jung Products and like both preceding products will be distributed in the UK by the Jackel sales force.

Research has shown that the US market for health supports is greater even than those for shaving creams, baby-care products and toothbrushes. It is believed that these American figures auger well for the launch in the UK of a comprehensive range of health support products sold from one stand. This is despite an unfavourable consumer reaction to health supports in general, because whereas in the past these have tended toward bulky, heavy, hospital garments; the Futuro range is light and attractively presented as an acceptable OTC line.

The products—a posture aid (£6.95), sacro brace (£9.95), hernia aid (£9.95), wrist brace (£1.95), wrist cuff (£1.50), knee brace—heavy duty (£3.95), simple knee brace (£2.95), ankle brace (£4.85), knee high socks (£2.95), pantie hose (£5.50) and men's socks (£3.95 and £1.95)—have been test marketed in the UK and this indicated that 50 per cent of sales were for small braces, and 25 per cent each for the larger braces and hosiery and athletic supports.

There will be three stands available to the trade—a floor stand carrying the entire range, a counter stand with small braces and hosiery, and a smaller counter stand for small braces alone. The company stresses that consumers will have access to considerable information on how to select and use the correct brace through leaflets and pack copy and "knowledgeable chemist staff". Approval for NHS prescribing is also to be sought.

From November 16 to February 23 the products will be advertised in several publications including national newspapers and general interest magazines.

The Futuro wrist brace product will continue to be distributed by Bateman-Jackson, and the thermolastic comforters by Silverpeak. The comprehensive Futuro range however will be distributed by Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.

Tops 'n' Tails baby tissues from Jeyes



A new paper product, specifically designed as a "child wipe" for use with babies and young children, has been launched by Jeyes Ltd. Called Tops 'n' Tails (£0.16), the new brand will be a soft white tissue in a nursery-style pack. Designed with illustrations of rabbits, the pack will be immediately recognisable as a baby-care product, says the company.

Commenting on the new brand, product group manager, Graham Walkinshaw says: "With a wide experience of marketing flat-pack tissue, we believe that Tops 'n' Tails will fill a gap in the baby-care market for smaller size tissues." Jeyes Ltd, Thetford, Norfolk.

Polaroid's promotion

From October 1 1979 until January 31 1980 Polaroid will be offering a refund of £3 to consumers who purchase any Polaroid SX-70 camera.

Consumers should return to Polaroid's clearing house at Corby, Northants, a £3 refund coupon, sales receipt or other proof of purchase and the UK section of the camera registration card.

"It has come to our notice that a number of Polaroid SX-70 cameras have been 'grey' imported into the United Kingdom and may not carry the UK section of the camera registration card. Dealers should be aware that our clearing house will refuse the £3 refund to camera purchasers who do not comply with the promotional rules and regulations", say Polaroid. Polaroid (UK) Ltd, Ashley Road, St. Albans, Herts.

Slimgard difficulties

Due to an outstanding demand and some production difficulties Unipharm Pharmaceuticals say that they are sorry for difficulties being experienced by some chemists in obtaining stocks of new strawberry Slimgard. Most wholesalers are now said to have stocks and should any chemist still be experiencing difficulties they should contact Pharmagen Ltd, Chapel Street, Runcorn Cheshire.

We can do a great deal for your stoma customers.



For a start, you can refer any customer to us on FREEPHONE * 3128 for answers to any problem or query, however small, or specialist advice.

You too can FREEPHONE us, whether it's a customer's question, or samples required, or information about local supplies of stomabags or accessories, or literature for your customers.

Eschmann stomacare doesn't stop. Why not make a start by completing the INVITATION for a representative to call, to give you our complete package which will help you and your customers.

*through your telephone operator.

ESCHMANN STOMACARE DOESN'T STOP

Invitation to call

A most convenient time to call would be _____ am/pm

NAME _____

ADDRESS _____

PHARMACY _____

To: Eschmann Bros. & Walsh Limited,
Stomacare Dept., Peter Rd., Lancing, Sussex BN15 8TJ.
Telephone: Lancing (09063) 62291.

CD

Unic

October's Members

Available 1st-26th October 1979

Brut 33

Antiperspirant/Deodorant

REDUCED BY

25%

Signal Toothpaste

REDUCED BY

33 $\frac{10}{3}$ %

Sunsilk Hairspray

REDUCED BY

24%

Elseve Shampoo

REDUCED BY

17 $\frac{10}{2}$ %

Matey Bubble Bath

REDUCED BY

22 $\frac{10}{2}$ %

Q:

**Why not become
part owner of your
own wholesale
organisation ?**

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Money Makers

EXCLUSIVE
TO UNICHEM
MEMBERS

Gillette **GII**
Cartridges NEW FIVES

REDUCED BY

21%

Lil-lets

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Johnson's Baby Powder

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21%

Kotex Simplicity

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21%

Style

REDUCED BY

20%

A:

Send off this coupon.

I am an independent retail pharmacist and would welcome more information about UniChem.

Name _____

Address _____

Date _____

Send to: UniChem, Crown House, Morden, Surrey. SM4 5EF

COUNTERPOINTS

New Stiefel division



Two products for teenage spots and acne, Pruvén and Acne-aid soap, are to be test marketed in the Tyne-Tees region by Felisté. Felisté is a newly formed division of Stiefel Laboratories, created to market a range of dermatological products for OTC sale through pharmacies.

Pruvé is a gel containing 2.5 per cent benzoyl peroxide (20g tubes, £1.25). Acne-aid, a decreasing bar, already marketed ethically, will be available in specifically designed packaging for the OTC market (75g, £0.86). Metro Radio and Radio Tees will be used extensively in the area, together with local Press advertising and seminars for retail pharmacists and their staff. *Felisté division of Stiefel Laboratories (UK) Ltd, Wellcroft Road, Slough SL1 4AQ.*

Haliborange push

"The ADC of good health" is the theme of a new £300,000 Press and radio advertising campaign for Haliborange. The Press campaign, which runs through to March, features full colour double page spreads in such magazines as *Woman*, *Woman's Own*, *Woman and Home*, *Family Circle*, *Home and Freezer Digest*, *Living*, *Mother*, *Parents and She*.

Both the Press copy and the radio scripts adopt a humorous approach to convey the proposition that Haliborange, with its vitamins A, D and C, offers special help in protecting children's health even when they are not within their parents' reach. With an 11 per cent consumer sales increase during the past year continued growth of the brand will be supported by extensive below-the-line activity. New point-of-sale material includes a counter/window showcard and a vacuum-formed counter display unit to hold all three pack sizes of 30s, 100s and 200s. A display-linked trade competition to encourage in-store display will run throughout the peak consumer sales months. *Farley Health Products, Torr Lane, Plymouth, Devon PL3 5UA.*

PRESCRIPTION SPECIALITIES

Migraine relief

Paramax is a new oral therapy for migraine from Beecham. A limiting factor in the relief from migraine is said to be the delay in absorption from the gastrointestinal tract during an attack. Paramax contains paracetamol as the analgesic and metoclopramide to ensure rapid absorption and relieve nausea and vomiting.

PARAMAX tablets

Manufacturer Beecham Research Laboratories, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD

Description White round scored tablets, engraved "paramax" on one side. Each tablet contains paracetamol 500mg and metoclopramide hydrochloride equivalent to 5mg of the anhydrous substance

Indications Symptomatic treatment of migraine.

Dosage To be taken at first warning of an attack. If symptoms persist, further doses may be taken at two-hourly intervals. Total dosage in 24 hour period not to exceed quantity stated. *Adults*, Initial dose, 2 tablets; maximum 6 tablets; *young adults (15-20 years)*—1 or 2 tablets; 5 tablets; *adolescents (12-14 years)*—1 tablet; 3 tablets. A presentation of Paramax suitable for children under 12 years is not yet available

Precautions Use not advised during pregnancy. Concomitant use of phenothiazines may enhance extrapyramidal symptoms (see side effects)

Side effects Extrapyramidal reactions to metoclopramide have been reported (see literature)

Storage Protect from light

Packs 100 tablets (£6.67 trade)

Supply restrictions Prescription Only
Issued October 1, 1979

MULTILIND ointment

Manufacturers F.A.I.R. Laboratories Ltd, Reeds Lane, Moreton, Merseyside

Description Pale yellow ointment containing 100,000 units nystatin per g

Indications Treatment of cutaneous and mucocutaneous mycoses. Particularly indicated for treatment of napkin rash where superinfection with *C. albicans* has occurred

Method of use To be applied liberally to affected area two to four times daily

Storage At room temperature. Not to be diluted

Packs 30g and 100g tubes (£1.80 and £3.30 trade)

Supply restrictions Prescription Only
Issued October 1

Kantrex back

Kantrex capsules are now available again after a period of some months when they could not be supplied, say *Bristol Laboratories Ltd, Stamford House, Station Road, Langley, Bucks.*

Duphar prices

From October 1, Duphar Laboratories Ltd will be reducing the prices of most of their products. *Duphar Laboratories Ltd, Gaters Hill, West End, Southampton.*

Euhypnos changes

Montedison are discontinuing 30 packs of Euhypnos 10mg capsules from October 1. The 100, 500 and 1,000 packs will remain. *Montedison Pharmaceuticals Ltd, Kingmaker House, Station Road, Barnet, Herts EN5 1WU.*

Geigy product goes

Tofranil with Promazine is to be withdrawn from the UK and Irish markets, say Geigy Pharmaceuticals, when present stocks are exhausted. This is expected to be by the end of September, 1979. *Geigy Pharmaceuticals Hurdfield Industrial Estate, Macclesfield, Cheshire SK10 2LY.*

Naprosyn 500

Syntex pharmaceuticals say they can now recommend Naprosyn in a dosage of up to 1g daily. In consequence of this the company has introduced Naprosyn 500 containing 500mg naproxen in each tablet. The suggested dose for patients who need the higher dosage is the 500mg twice daily. Naprosyn 500 are available in canisters of 100 tablets (£17.72 trade). *Syntex Pharmaceuticals Ltd, St Ives House, St Ives Road, Maidenhead, Berks.*

Rythmodan capsules in blister packs

Roussel Laboratories Ltd say that Rythmodan capsules (disopyramide) are now available in blister packs instead of glass bottles. The capsules are presented in blisters of 5 x 20, with the product name and strength identification on each blister foil.

Cidomycin (gentamicin) is now available in a new 120mg single unit dose, as well as 80mg and in a new presentation—pre-filled disposable syringes. (80mg: 5 x 2ml, £10.50, 120mg: 5 x 1.5ml, £15.75 trade.) *Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex.*



Dry skin needs a dry-skin soap!

At last! A soap specifically formulated for dry skin

Until now, women with dry skin have never been totally satisfied with soap. With new Neutrogena Dry-Skin Soap they will be. It's a soap which provides something 'extra'. Contains two special hydrating agents, to help improve the skin's moisture balance and prevent excessive drying. And it works. Beautifully. Mild, pure Neutrogena Dry-Skin Soap. Backed by intensive advertising in major women's magazines.

A big new market, A big new profit maker

Neutrogena Dry-Skin Soap will retail at the recommended price of 75p—offering a full 33% mark-up to you. Order now from your usual wholesaler. The dry skin soap with something 'extra'. Get your share of this vital big new market.

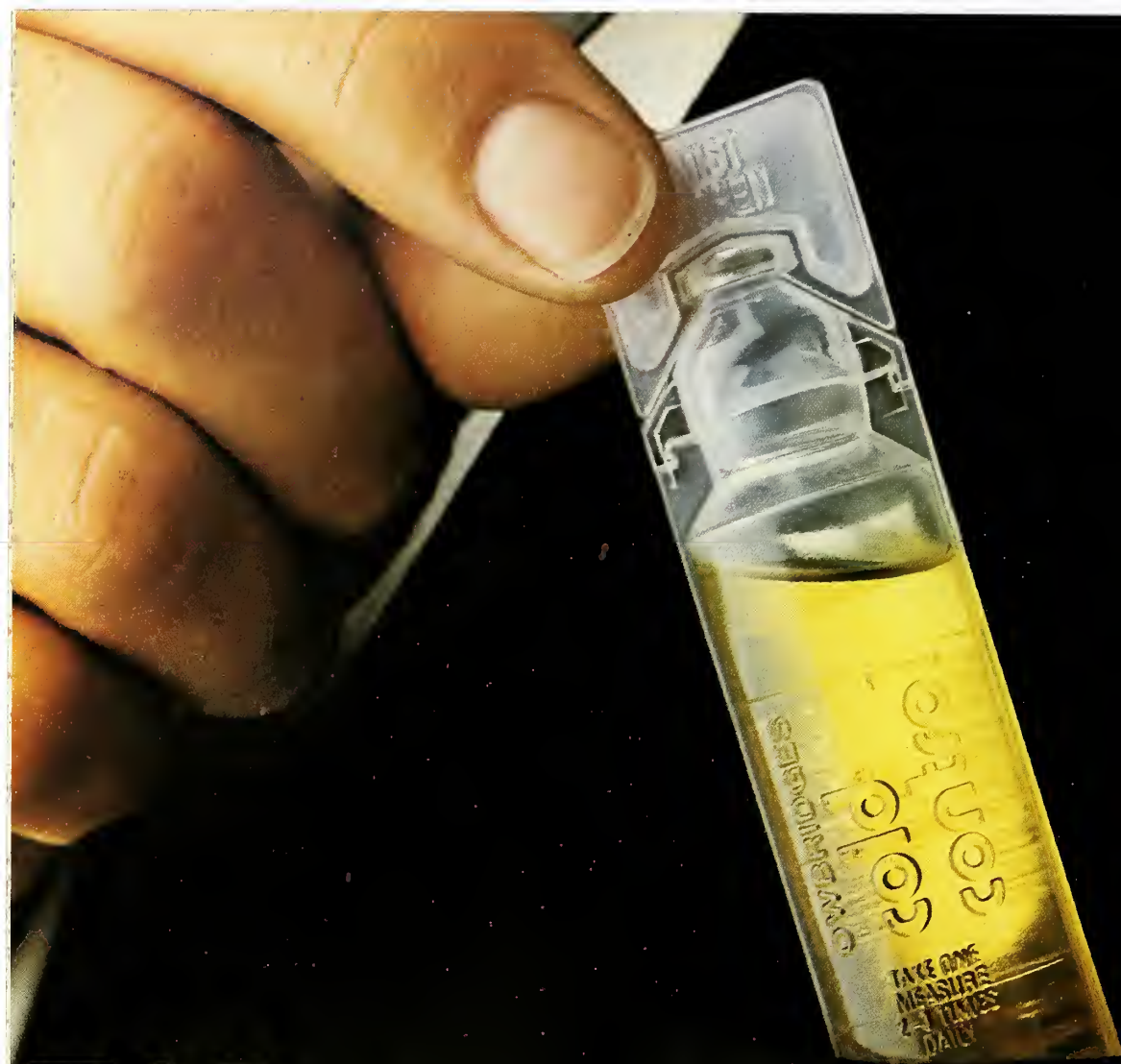
NEW!

HYPO-ALLERGENIC

Neutrogena®
Dry-Skin Soap

Improves moisture balance ... prevents excessive drying

Neutrogena (UK) Ltd., P.O. Box 27,
South Croydon, Surrey CR2 6UX.



**We're spending
£½ million
to put New
Cold Control
here.**

Starting in November, we're launching new Owbridges Cold Control in a major TV campaign.

We're telling people that new Cold Control is the first cold relief liquid you fit in your pocket, purse or handbag, so that you can take it anywhere, any time.

We're telling them each measure (containing one dose) can tackle major cold symptoms, without drowsiness.

In fact, we're telling them just what they want to know.

After all, if they feel they have to keep going with a cold, they need extra help.

With new Owbridges Cold Control all they have to do is snap the top and drink.

Owbridges Cold Control retails at £1.39 including VAT for a pack, containing six 20 ml measures and it is a 'P' registration product.

For launch bonus details or more information contact Chefaro Proprietaries Limited, 01-542 3402.

New Owbridges Cold Control.

It will come as a great relief to everybody.



And here.

COUNTERPOINTS

New sports championship sponsored by Cussons

Cussons are to launch a national multi-racket sports sponsorship for Imperial Leather shower foam. Starting on October 1 and running over a seven-month period with the finals in May 1980, the sponsorship will take the form of a knock-out tournament for teams of nine people, coming principally from sports centres and sports clubs.

Within a team of nine, three people will play squash, three badminton and three table tennis to give the competition its multi-racket character. Teams may be mixed, all female or all male. A total of £6,600 in prize money will be paid, with £1,000 plus the Imperial Leather shower foam trophy going to the winning team and £500 to the runners-up. In addition, Cussons have agreed to donate £1,000 to the Association of Recreation Managers to use for the development of a recreation management career advisory service.

The sponsorship is regarded by Cussons as providing a means of improving awareness and interest in the product, they say. Cussons estimate that about 10 million people shower regularly either at home or after games and exercise at sports centres and clubs, and believe that this figure will continue to increase. Therefore the multi-racket sports sponsorship is seen by the company as a logical choice because increasing leisure time is leading to greater involvement in participatory sports—and the need to shower afterwards.



The Imperial Leather shower foam trophy competition, organised by Barwell Sports Management Ltd, has been planned so that it reaches as many participants as possible. Over 1,000 sports centres and sports clubs are being invited to enter the competition and they will be provided with background literature, entry forms and posters. Sample sachets of Imperial Leather shower foam will be available to competitors during the competition. There will also be full colour advertisements in a range of relevant sports/club magazines including *Squash Player*, *Squash Monthly*, *Tees Sporter*, *Badminton and Clubland*. Cussons Sons & Co Ltd, Kersal Vale, Manchester M7 0GL.

Straying make-up

Steady of Great Britain (part of the Courtaulds Group) have come up with a solution to the problem of make-up spillage by introducing their own specially designed "make-up" cape. This fits neatly around the shoulders and upper part of the body and covers all areas where sprinklings of powder, eye make-up are likely to stray. The design of the cape (approximately £1.40) is in a pink and green floral design, edged with dark pink bias binding. It is made in polyester/cotton, so that it washes and dries quickly and needs little or no ironing. *Steady of Great Britain Ltd, 1a Ten-Terden Street, London W1R 9AH.*

Renaissance looks from Geminesse

Geminesse have created "The Renaissance Collection" for autumn '79, describing it as consisting of rich, exquisite shades for lips and nails with softer, deeper colours for eyes—"all reminiscent of a Renaissance painting". The

collection has been designed, say Max Factor, to complement the sophisticated autumn fashion story of city elegance.

For Renaissance eyes, mist-on (£4.53) is a new kind of colour with four shades; Paduan plum, Barletta blue, Genoa green and Siena stone. New lip colours (£2.66) are Renaissance red, Palazzo pink and Capri coral with matching nail shades (£2.29). *Max Factor Ltd, 16 Old Bond Street, London.*

Woods soaps

Woods of Windsor, specialists in traditional pot-pourris and fragrant gifts, have introduced a new range of six luxury floral soaps. There is a choice of six fragrances—wild rose, lavender, honeysuckle, lily of the valley, wood violet and sweet pea. The perfumes are derived from formulae found in an old recipe book in the old Woods of Windsor pharmacy.

The soaps are packaged individually (£0.75) or in a box of three (£2.25). Each tablet is 4oz and they have been triple milled and super fatted to produce a creamy lather. *Woods of Windsor Ltd, Queen Charlotte Street, Windsor, Berks.*

Support for Coldrex this winter

Following the introduction of the Coldrex range of cold and flu remedies last winter, Sterling Health are to increase their advertising support for the brand during the winter of 1979/80. A £350,000 national television advertising campaign begins with a three week burst commencing on November 12 and a further burst is planned for December and January.

The advertisement will be the "Antarctic" commercial which, the company says, last year increased brand awareness by 30 per cent. The commercial features the entire range of Coldrex products, consisting of tablets, lemon and blackcurrant powders, nasal spray, antiseptic throat lozenges and cough syrup. A pre-packed counter unit is available ex-car from representatives. The unit features the whole range of Coldrex products and the slogan "Coldrex, for coughs, colds and 'flu". *Sterling Health, Surbiton, Surrey KT6 4PH.*

Autumn specials from Maybelline

Two special, money saving ideas are being introduced by Maybelline this autumn. New, Fresh Colour 3 brush-on lip colours are described as one of the most practical ways of carrying a choice of lip shades, that will fit neatly into a handbag. The slim-line compacts contain three Fresh Colour 3 lip shades, together with an applicator brush and lip size mirror. There are four different shade combination compacts (£1.60):—The new browns, fresh berries, tawny naturals, and warm bronzes.

Maybelline Fresh Lash mascara is available in a special trial size pack. Fresh Lash is the newest of Maybelline's four different mascaras. It contains conditioning polymers to make lashes "extra silky and will stay put for up to twenty-four hours." The trial size pack will be on sale from October in all leading chemists and department stores, for £0.63. *Plough (UK) Ltd, Penarth Street, London SE15 1TR.*

Coty boulevard colours

Coty is releasing this autumn a new range of bright colours in lipsticks, eye-shadow and blushers. The Sunset Boulevard shades for lipsticks (£1.45) are studio pink, glamour red and California rose, for powdershine eyeshadows (£2.30) Pacific blue and silverscreen, and for protein bare blushers (£3.15) California wine and Hollywood poppy. *Rubinstein, Helena, Ltd, 76 Oxford Street, London.*

A Christmas present from Braun

Braun say they are going to have their "biggest Christmas yet," with major advertising and promotional activities extending across all their ranges.

Braun now claim to hold 25 per cent of the dry shaver market and aim to increase this share in the Christmas peak. Two launches during 1979—the standard and the Lady Braun Elegance—have enabled Braun to compete in a lower price mains shaver market and in the rapidly growing lady shaver segment.

To promote their shaver ranges, Braun are spending over £1m on a national television and Press campaign. A 30 second commercial, featuring the Braun Micron, will break nationally in mid October, running through until December 20, whilst the Lady Braun Elegance commercial will be used again in a national campaign running from November 19 until Christmas. This campaign will be backed by Press advertisements for the Lady Braun Elegance in the November/December issues of womens interest magazines and Press advertisements for the Braun Sprint and Intercity in gift panels in consumer interest publications.

Braun are back on television with their

hair care range too, with a 30 second commercial featuring the new Braun Cool Curl and the Braun Protector family dryer in a national campaign from mid-November. The Cool Curl will also feature in a four page "advertorial" in the November issue of *Cosmopolitan* and in a full page colour campaign in the November and December issues of womens interest magazines.

At point of sale, Braun have come up with a display unit called the "styler selector" which is designed specifically to help the customer choose the correct appliance for a particular hair style or type. Pack crowners reflecting the television commercial message will also be available.

For Christmas, Braun have also introduced an electric toothbrush—the Braun Dental—into their personal care range. This will be featured in a major competition in the November issue of *Mother* magazine and in a stockist advertisement in leading consumer publications, co-operative advertising and gift panels in the national Press. *Braun Electric (UK) Ltd, Dolphin Estate, Sunbury-on-Thames, Middlesex.*

Promotional push from Carters

Carters Tested Seeds are mounting their "biggest-ever" trade and consumer promotional campaign. Starting this autumn and extending through to spring 1980, the company is spending £250,000 on a series of in-store competitions and a coupon drop to 40 per cent of all UK households. Managing director, Mr John Harwood, says, "The promotional package is designed to stimulate sales through our existing customers. We also anticipate that it will activate many more retailers into stocking and selling Carters."

The in-store competitions will be publicised with header cards which fit on to Carters modular or rotary wing seed stands. These incorporate entry form dispensers so that the retailer need not allocate any additional counter space to the promotion. Customers purchasing three or more seed packets will be able to enter by posting their completed entry forms into the box provided in the store. Prizes offered will include television sets, garden furniture and a Ballbarrow.

The main consumer drive will come in early spring when Carters will hand-deliver 10p-off coupons to eight million homes nationally. In the format of a seed packet, the coupon is for redemption at any Carters stockist and is expected to increase traffic through all outlets.

Two new product ranges are also being launched by the company. The two ranges are starter kits and children's seeds, both of which are claimed to promote Carters penetration into important market sectors. The starter kit packs (£0.69) are attractively designed and printed in full colour. A novel idea is a mini propagator and a drip tray which form an integral part of the pack. The seeds themselves are foil packed, giving a shelf life of at least two years. The range consists of ten popular houseplants and five herbs which can be raised indoors from seed to maturity. The starter kits come with an instruction leaflet and are available in display outers of 80.

The children's seed packs are designed to be displayed on the Carters seed stands and depict stylised animals and birds, together with an illustration of the variety, and text written with children in mind. The range of six popular flowers (£0.24p) and six vegetables (£0.22p) were selected for their hardy and easy-to-grow characteristics. *Carters Tested Seeds Ltd, Upper Dee Mills, Llangollen, Clwyd, North Wales.*

Anadin outers

International Chemical Company Ltd say that the 100 tablet pack of Anadin is now supplied in a standard outer of 12 units. This replaces the 6 unit outer. *International Chemical Company Ltd, 11 Chenies Street, London WC1E 7ET.*

Contac 400 back on posters

Hey, you with the runny nose.



Contac 400 is returning to posters in October with a six-week British Posters national 16/4 sheet pre-selected campaign. The campaign repeats the theme used last year, "Hey you with the runny nose". The company are also planning to give Contac 400 television support in 1979". *Menley and James Laboratories, Welwyn Garden City, Herts.*

New from Lancome for eyes

Aquacils is a new gel mascara, from Lancôme which is said to be completely waterproof and will resist all weather conditions, staying on during any outdoor activity, without smudging, running or making eyelashes brittle or spiky. Aquacils (£3.50) is a development which Lancôme say has been requested by customers for many years. It is a wand type mascara with a spiral applicator and is available in brun or noir.

As Aquacils is a waterproof mascara, a specially formulated cleanser has been developed to remove it. Effacil gel (£2.95) will gently remove Aquacils and other waterproof eye make-up. The gel should be applied with fingertips or on cotton wool and is easily removed with tissues or on a pad of cotton wool moistened with the appropriate tonic. *Lancôme (England) Ltd, 14 Grosvenor Street, London W1X 0AD.*

LC-65 for soft lenses

Allergan Ltd say that LC-65 Allergan cleaner for hard lenses is now suitable with CAB, silicone and soft (HEMA) lenses as well. *Allergan Ltd, Bourne House, Wharf Lane, Bourne End, Bucks.*

We're not



ot green.

When Listermint was launched in the London, Southern, Granada and ATV areas, it became brand leader immediately. Its success created major new business for the trade by increasing the mouthwash market in each area by between 25-50%.

So Listermint is now going national.

And we at Warner Lambert are confident it will be a major national success. Being world leaders in mouthwashes, we're hardly green!

£800,000-worth of national TV advertising starts in November. And everyone will want to get slooshed with Listermint's cool, minty antiseptic formula (you'll see what we mean!).

Display it next to your toothpaste and Listermint will sell even better.

So order some now or you'll go green. But this time with envy.

Listermint Antiseptic Mouthwash, from the people who know.

**MIDAS GIFT
SALES'LL BE
A'SOARING...**

**...THIS YEAR—
RIGHT THROUGH
TO THE 'TWELVE
DAYS OF CHRISTMAS'**

Remember how last year's
gift packs were sold
right out by November?

**Well... THIS YEAR we
promise enough stock
for ALL your customers'
gift needs...**

**...NOW ...and whenever
you want it!**

**BEECHAM
TOILETRIES**

—sell through faster

MIDAS
foam bath

Twelve days of Christmas



MIDAS
foam bath

750 ml

Sufficient for 57 baths
Beecham Proprietaries
Brentford, Middlesex, U.K.



Christmas gifts



Gillette Contour packaging to the needs of chemists



Gillette blades and razors division say that their swivel-headed Contour razor will be available in specially designed Christmas packs (£2.61) for sale during the peak gift giving season. The packing takes the form of a box with a tear-off strip, covered by a Christmas

sleeve. The sleeve is removeable so that in the event of stocks remaining after Christmas, the product can still be sold in a non-seasonable presentation. The product is available to retail outlets in outers containing six gift packs. *Gillette (UK) Ltd, Isleworth, Middlesex.*

Rubinstein gifts

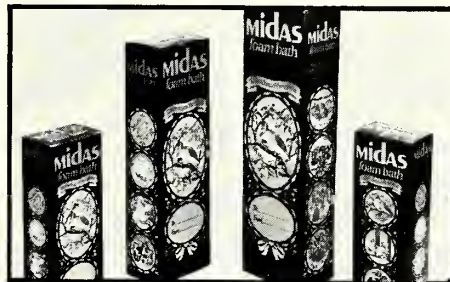
Helena Rubinstein are presenting an array of fragrance gifts for Christmas—in Courant and Apple Blossom.

Highlighting the Courant range is a selection of gifts which combines fragrance with exquisite crystal. "These beautiful pieces will be cherished long after the fragrance has been used" says the company. Also available in Courant is a wide choice of single packs and luxury sets (from £1.45 to £29.28).

Inspired by the charm and beauty of a winter garden, the Apple Blossom range is decorated with motifs of flowers in a delicate shade of pink entwined on rustic trellises. This romantic

theme is echoed in a selection of bath luxuries in wickerwork. There are also luxury sets, display packs and single gifts available (from £1.60 to £18.65). *Helena Rubinstein, Central Avenue, West Molesey, Surrey KT8 0RB.*

The Midas touch



Leaping lords, gold rings and a partridge in a pear tree are all featured on the Christmas packaging of Midas foam bath. The deep blue gift cartons illustrate the complete set of traditional "Twelve days of Christmas" verses, together with a "To" and "From" present-label. *Beecham Toiletries, Beecham House, Great West Road, Brentford, Middlesex.*

Shocking return

After many years absence, the House of Schiaparelli are bringing Shocking back to the UK in time for this year's Christmas trading.

This sensual fragrance was originally launched in 1937 and soon became the most successful perfume of its day, out-

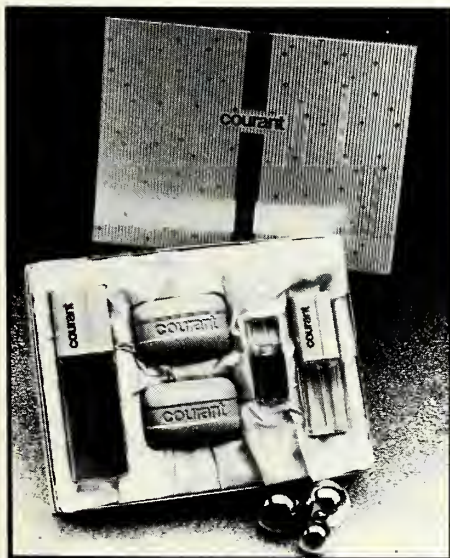
selling Chanel No 5 and the story goes that it became embarrassing for Elsa Schiaparelli and Coco Chanel to pass on the same side of the street.

The fragrance is packaged in a bottle in the shape of a woman and topped with a spray of flowers (£9.50-£80). For this year at least Shocking will only be available through department stores. *Franchise Fragrance & Cosmetic Distributors (UK) Ltd, 22 Grosvenor Street, London W1X 9FE.*

Coty sets

For Christmas '79 Coty have created a collection of fragrance gifts. Taking as their theme the romance of French chateaux, the company has designed the packaging to reflect the beauty of their interiors—in soft pink for L'Aimant, green for Masumi and blue for Imprévu. Within this range are luxury sets, some combining enchanting velvet pomanders or delicate pieces of porcelain with a fragrance; display gifts as well as single packs (from £1.40 to £21.25). Complice de François Coty is presented in selection of luxury sets with a gold and white theme (from £4.80 to £38.50).

There is also a set of novelty gifts—earthenware pomanders in shapes of a puppy, owl and hippo; and dusting powder in L'Aimant, Masumi and Imprévu (from £2.40 to £2.95). The Coty Christmas collection also includes a range of gifts in Smitty and Wild Musk (from £1.60 to £5.00). For the men there are gifts in Bacchus which combine grooming essentials with a touch of gamesmanship in the form of a cribbage travel set, packs of playing cards or a set of poker dice (from £2.40 to £13.80). *Helena Rubinstein, Central Avenue, West Molesey, Surrey KT8 0RB.*



INVERNESS SHOOTS A HOLE IN YOUR DOUBTS ABOUT PIERCING EARS

If for any reason you are reluctant about piercing ears, prepare to have your reservations cancelled.

The Inverness Ear Piercing System is the one method that both customer and you can feel confident about.

The instrument, the 100% sterile earring cassettes, the elegant kit itself, have all been designed to produce fast and painless piercing with disposable capsules which eliminate the risk of infection.

The method is so simple and so quick that in one

automatic action the ear is pierced and the earring inserted.

And when you're not reaping profits in excess of 200% with the Inverness Ear Piercing System, the entire kit and kaboodle tucks away in about as much space as a large dictionary. That's it.

If you have any questions for which you would like answers don't hesitate to pick up the 'phone or send in the coupon.

Please send me the Inverness brochure ☐

Please ask a representative to telephone me to arrange a No Obligation demonstration ☐

Name.....

Address.....

Tel. No:.....

INVERNESS
Automatic Ear Piercing

LOUIS MARCEL LTD.
12 Bexley Street, Windsor, Berks. Tel. Windsor 51336

Boots take large share of sales to women

Over the past five years Boots share of the retail trade in cosmetics has increased from almost 31 per cent to over 35 per cent. IPC celebrated the 25th anniversary of their cosmetics and toiletries survey with the above news. They also took the opportunity to look back and see how the survey mirrors the moves in the "complete emancipation of women in the past quarter of a century".

Explaining the background, Mr Frank Farmer, a director of IPC magazines, said: "In many ways changes in the pattern of cosmetic usage have mirrored the changing social conditions affecting women in Britain. Women have become much more free to be themselves, and to express themselves. No longer is an early marriage followed quickly by the establishment of a family with consequent heavy parental responsibilities one of their prime aims in life."

More affluent

Thanks largely to the "pill", families may be pre-planned, the philosophy of today being to build a home first, then produce a family. The result; a longer period of earning for the woman in a young marriage, relative affluence, and the ability to afford the luxuries of life—including cosmetics and professional hair grooming. Nor is this increase in cosmetic usage confined to the young. With the growing rate of divorce, and the desire to find a new partner, there is a further impetus to the woman to preserve her good looks.

Underlying these points is the fact that going out to work gives a woman a powerful incentive to "put on a good face" to the world and, of course, she has the resources to purchase cosmetic and toiletry products. The youngest sector of the women's market, 13 to 19-year olds, is also of special significance since they represent a continuous feeder to the cosmetic market, and a continuous challenge to keep it on its toes. Moreover this sector has grown significantly in the past 25 years.

In 1955 the 13 to 19s numbered 2.3 million girls, 13 per cent of the adult population below 65. By 1977 the figure had risen to 3 million—15 per cent of the under-65s.

Most remarkably, a recent survey revealed that this group has a spending power of £2,000m a year, plus the help most of them get from mother's purse. Consequently they are the largest users of many cosmetics and toiletries. Here it should be added that when the cosmetics and toiletries survey was first undertaken in 1954 it was considered that 16 was a suitable base age, but after five years this was brought down

to 15, and in 1970 came down to 13.

The survey is based on an annual total of 4,200 interviews over the year with women between the ages of 13 and 64. Concerned strictly with the usage rather than the quantity or value of products purchased, the survey has changed and evolved over the years to meet the requirement of manufacturers—with certain products being dropped, but many others being added to the list concerned.

To take specific points, cuticle cream and remover did not last long in the survey, calamine lotion appeared for a short while; the section on professional hairdressing and home perms was recently dropped; wig ownership featured for a couple of years, while the rise and fall of vaginal deodorants was traced from 1968 until 1977. On the other hand men's toiletries purchased by women and sun tan preparations were among the categories added, as were hairsprays and lacquers since—surprising to recollect—the aerosol pack was not in general use in 1954.

Taking specific examples of change over the period, nail varnish was used by 25 per cent of women in 1955, and 49 per cent today—and schoolgirls aged 13 to 15 have the biggest proportion of users at 65 per cent. More dramatic is the rise in the usage of eye shadow which has rocketed from a mere 5 per cent in 1955 to 65 per cent currently. The biggest users are pre-marrieds and young mothers—the 16 to 34 age group. Mascara has also shown rapid growth of from just 12 per cent to 59 per cent in the same period.

The usage levels for deodorants was 45 per cent in 1965 and has now risen to 75 per cent. On the other hand talcum powder usage has fallen in the same period from 92 per cent to a current 77 per cent.

August Prompt shows more promotions

With the ending of the July sales, cosmetic and toiletry departments returned to normal and the number of promotions, even in the provinces where the main holiday month means shops are less busy, rose quite dramatically from 123 in July to 184. Of the 184 promotions observed and recorded by John Hogston Associates, some were promotions which had already appeared in other stores or other cities but 134 or 73 per cent were entirely new.

The gift with purchase type of promotion remains the most popular, indeed its popularity is strengthened, and accounted for 35 per cent of all promotions. Although only rated fourth in the July check the promotion of "regular sizes at a reduced price" form of promotion just pipped "special size at a special price" into second place.

For August the accolade of promotion of the month goes to Elizabeth Arden's Visible Difference promotion, with Revlon's CHR beauty ritual and

Estee Lauder's "le grand cafe" look running close. The leading promoter was Revlon who ran 16 different promotions for various brands; Yardley ran one fewer and Max Factor and Parfums Rochas were equal third with 14 a piece. Full details of the promotions are in the August issue of Prompt available from John Hogston Associates Ltd, 23 Golden Square, London, W1 (01-439 8639).

New ideas in point-of-sale

Examples of holography, lenticulars and the use of audio-visual techniques in point-of-sale marketing were demonstrated at the Point-of-Sale 79 exhibition in London recently.

The main feature of all holography is the realistic depth of the reproduced image. Suitability of this very new medium to a diversity of markets was illustrated by a hologram for Lancôme perfumes depicting a girl savouring the scent of a rose and one for Kent hair-brushes showing the sensual experience of brushing hair with a fine product.

Although in its infancy, this process is expected to have a significant impact in the field of point-of-sale and display, as for the first time production quantities at reasonable prices can be achieved. These techniques make up "Wise Eyes," the latest in audio and visual marketing ideas from Market Wise Ltd.

Commenting on the future of point-of-sale in the overall marketing scene, Rod Collier, managing director of Market Wise, said: "Whilst we fully recognise that marketing strategy may include such tactics as a price war, this does not replace the use of point-of-sale which has a high standard of design and production. The national advertisers' potential market can be increased only by making people more aware of the availability of their products through good design. New techniques are only valid if they make purchasing easier." Market Wise Ltd, Burdett Mews, Belsize Crescent, Belsize Village, London NW3.

An example of a display unit from Market Wise for Charles of the Ritz. This unit won a top award in its category at the Point-of-Sale Advertising annual design awards



**Brylcreem offer
4 free BIC razors**

**...with every
special offer tub.**



When the giant of men's
hairdressing links with
the biggest name in
disposable razors...
...your customers have
an offer they won't refuse!

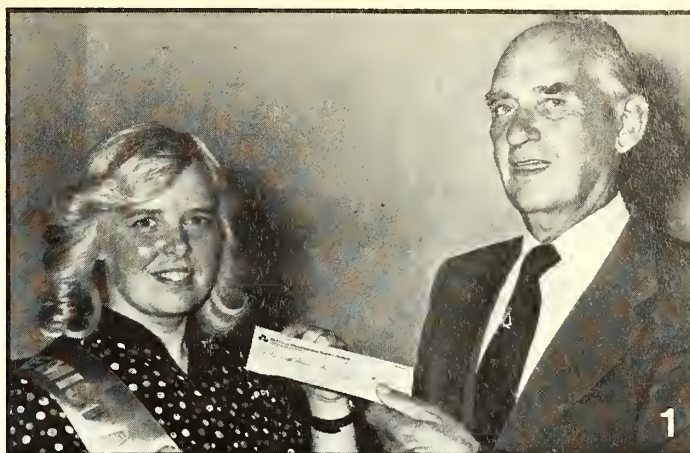


**BEECHAM
TOILETRIES**

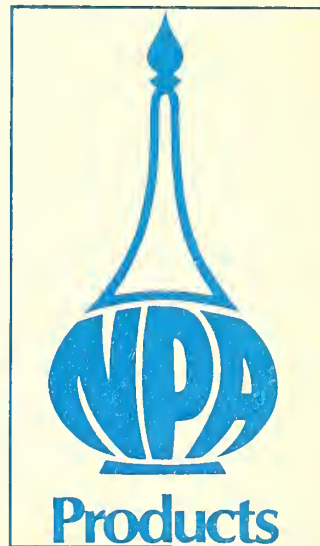
—sell through faster

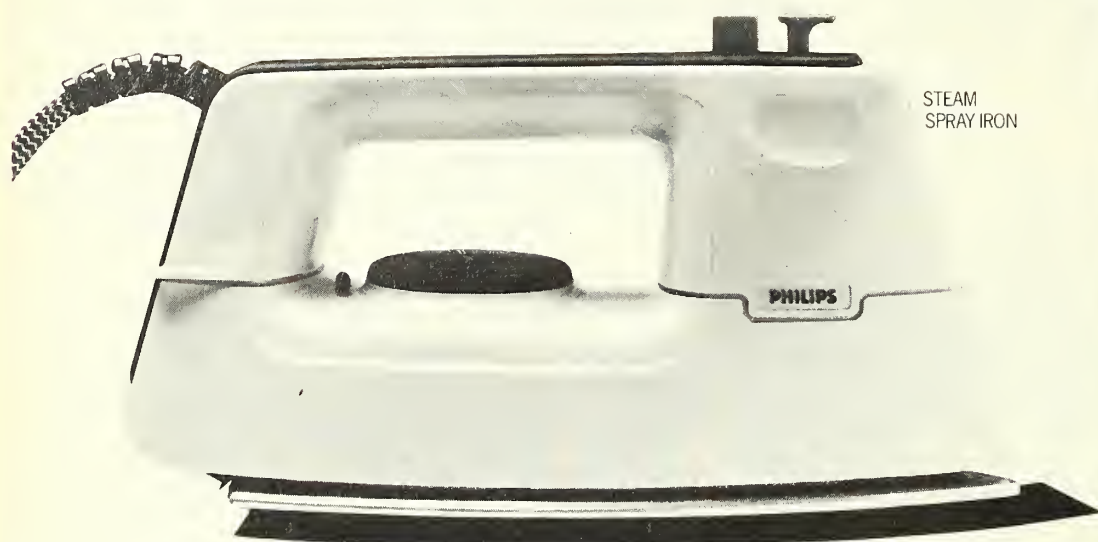
BEECHAM PROPRIETARIES, BRENTFORD, MIDDLESEX.

C&D 1979 CHEMIST ASSISTANT OF THE YEAR

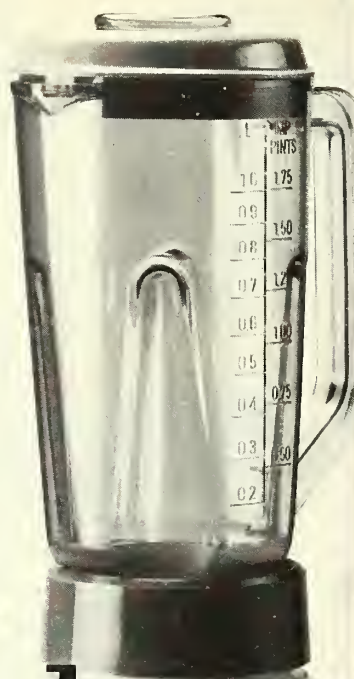


Some more smiling winners! 1. Mr Foster Firth, C&D's former advertisement executive presents the winning cheque to Mrs Ina Stephens of Winslow Chemist, Motherwell, in the Central Scotland regional final. 2. Television personality, Raymond Baxter, puts the winning sash on Mrs Barbara Hammersley of H. L. Bowen, Reading, in the South of England final held in Winchester (see page 461). 3. David Savory of Macarthy's Ltd poses between winner, Mrs Margaret Trueman (centre) of Gee Chemist, Bartley Green, and runners up, Sally Locke (left) of Badham Chemist, Cheltenham, and Mrs Hazel Edge of D. M. Hibbard of Great Barr in the Midland and East Wales final. 4. Mrs Suzanne Wharton (centre) is the winner of the Greater Manchester final, while Miss Kay Jenkins (left) of John Battleworth Chemist, Ashton-under-Lyne, came second and Mrs Lynne Ferguson of Nu-Pharm Chemists, Hyde is third. 5. The group of finalists from the Central Scotland region





STEAM
SPRAY IRON



BLENDER

They're sure to be on Christmas shopping list



SHIP'S
CLOCK

HEAT
PRECISION
DRY IRON



3-SPEED FOOD MIXER



QUARTZ
BATTERY
WALL CLOCK

PHILIPS



AUTOMATIC
TOASTER



LADYSHAVE SPECIAL

PHILISHAVE
EXCLUSIVE



PHILIPS
PHILISHAVE

your customers' Are they on yours?



RAINBOW
550W HAIRDRIER

3 HEAT DUAL
CONTROL DE LUXE
BLANKET



MULTI-PURPOSE SHARPENER



This year is going to be a bumper one for Philips Small Appliances.

Take our advertising for a start. Massive backing for our best sellers on TV, supported by superb Point of Sale material.

And then there's the breadth of our range.

Not just the brand leaders like Philishave and Ladyshave.

Or the toasters that have swept the market.

But a wide selection of household goods, kitchen appliances and personal

care products as well.

In fact all the most popular and practical presents in the electrical line.

So this Christmas you can make the most of Philips' profit makers.



Simply years ahead.

Davy and Cookworthy: philosophers

At the History of Pharmacy Session two papers were presented, the first "Held with a Glittering Eye"—Humphry Davy as Poet Philosopher was given by Molly Lefebure. She said that Humphry Davy and Samuel Taylor Coleridge first met at Bristol in 1799 when Davy was 21 and Coleridge 27. Coleridge was already famous as a poet, political writer, a lay Unitarian preacher and above all, as a "miraculous talker".

Davy for a year had been superintendent of Dr Beddoes' newly founded Medical Pneumatic Institution at Clifton having earlier been apprenticed to John Bingham Berlese, a surgeon and apothecary of Penzance, Davy's birthplace.

Davy at the time of meeting Coleridge was within months of becoming famous with his discovery of nitrous oxide.

In Davy, Coleridge recognised a fellow poet. Davy showed Coleridge a good deal of his poetry for critical analysis. Of all Davy's poems that have survived the most impressive is a draft of a poem inspired by the sight of his forebears' tombstones in Ludgvan churchyard.

Davy knew Southey who in a light-hearted but perceptive moment coined for Davy the name "metapothecary".

In 1804 Coleridge left England for Malta. From 1806 to 1810 his hopeless morphine addiction destroyed both himself and his personal relationships including his marriage and his friendships with both Davy and Wordsworth.

Davy won increasing fame, married a fortune, became president of the Royal Society, was made a baronet and fished in Europe's best salmon waters.

In 1826 he had a stroke but recovered to write a book on fly fishing followed by another book "Consolations in travel"; or the "Last Days of a Philosopher".

In a final work Davy followed his old friend and mentor Coleridge and produced six dialogues in which he examined the divinity and eternal in man.

The work was dedicated to Thomas Poole and appeared posthumously early in 1830.

The next paper by Dr Douglas Selleck dealt with "Cookworthy a man of no common clay".

Plymouth chemist

William Cookworthy of Plymouth, chemist and scientist, inventor and philosopher, literary man and devout Quaker, is an excellent example of the 18th century polymath. Dr Douglas Selleck, a local teacher and author, made this comment during the history of pharmacy session when he gave an account of Cookworthy's life.

Dr Selleck said that Cookworthy's reputation as a *mineralogist* extended beyond the UK. He discovered china-clay

in Cornwall and produced the first true English "hard paste" porcelain. An able linguist, Cookworthy first translated from the Latin the works of the philosopher Swedenborg.

He was born at Kingsbridge, some 30 miles from Plymouth, the son of a weaver who died before William had reached 14, leaving his mother with seven children to provide for. The family was soon impoverished.

Silvanus Bevan, the Quaker proprietor of a London firm of wholesale chemists, offered William the chance of learning his trade in the capital, where William walked to save the coach fare. During his six years in London Cookworthy became a skilled mineralogical and pharmaceutical chemist, gained a knowledge of classical literature and taught himself Greek, Latin and French.

In 1715, Silvanus Bevan founded the firm later to be known as Allen and Hanbury's. In 1726 the Bevan brothers took Cookworthy into partnership, put-

ting him in sole charge of Bevans and Cookworthy in Plymouth at the age of 21. Eventually he took over the business, making up his own medicines from local herbs, animal and various vegetable constituents.

The pharmacy finally closed down in January 1974 when the last proprietor, Mr E. C. Burrow, retired.

Cookworthy was the first English chemist to manufacture the colour cobalt blue direct from the ore. After a lifetime of painstaking effort he succeeded in making "hard paste" porcelain by a method known previously only to the Chinese.

After his discovery of china-clay deposits in Cornwall, Cookworthy set up a factory in Plymouth in 1768 but, because it was uneconomic, sold it two years later to a consortium of Bristol businessmen headed by Richard Champion. When Champion became bankrupt in 1788, the production of Cookworthy's hard paste porcelain ceased and the stocks of clay were bought by Josiah Wedgwood.

Today, even the most utilitarian specimens of Cookworthy porcelain are extremely valuable. Dr Selleck said, and the best collections for public viewing are at Plymouth City Museum and the Victoria and Albert Museum in London.

Booklet on DUMP campaigns

A booklet on a drug-retrieval campaign has been issued by the Northumberland Area Health Authority. Based on its experience, the authority hopes it is designed to be helpful in future campaigns. Easily adaptable, the booklet gives details and advice on how to initiate such campaigns for maximum effect. A timetable is given for suggested action.

The booklet gives advice on such topics as the composition of committees for maximum expertise and advice, the various possibilities of finance and the impact of publicity and education, necessary for gaining results. Copies can be obtained from H. Mackley, Northumberland Area Health Authority, East Cottingwood, Morpeth, Northumberland N16 12PD.

Travellers cheques from Visa

Visa travellers cheques will be available for use from November 1. Most retailers are probably already familiar with Visa cards. Visa is an international financial services organisation and serves as an enabling organisation for members allowing them to provide a variety of methods for their customers to gain access to credit lines and personal funds. The Visa card programme is said to be the largest and fastest growing in the world—there are nearly eight million cardholders worldwide. Visa is accepted at 2.9 million merchant outlets in 130 countries.

Visa travellers cheques, available in

many currencies, will be accepted and processed in exactly the same manner as all other travellers cheques. The difference is in the way they are issued and sold. The cheques will be issued by many financial institutions. The plan permits all participants, including institutions serving as sales representatives, to promote their own names on the cheques.

Merchants should accept Visa cheques in the same manner as all other travellers cheques and then deposit the cheque for reimbursement through normal banking channels. Each Visa cheque will conform to bank system technical requirements for clearing. The cheques will be valid without time limit.

Retail trends in the 1980s

The confirmed growth in the multiples' share of the retail market will be matched by a growth in the range of non-food lines they stock in the 1980s states a report by Euromonitor Publications Ltd published on September 28. Price competition, particularly on food products, will encourage that development as will the trend to larger floor area units.

The survey credits Boots with 45 per cent of sales of cosmetics and toiletries and "other chemists" with a share of 22 per cent.

Boots share of sales of pharmaceuticals during 1978 are estimated to be 43 per cent of the market and "other chemists" 40 per cent. *Retail Trade in the United Kingdom 1979 Euromonitor Publications Ltd, 41 Russell Square London WC1B 5DL (Price £55).*

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'Disgraceful conduct' of pharmacist

A pharmacist was reprimanded by the Statutory Committee for "disgraceful conduct" in handling stolen pharmaceutical goods. The chairman, Sir Gordon Willmer, told Mr Henry Levy, of Netherby Park, Weybridge, that it was a horrifying story for a professional man. He knew perfectly well that he was doing wrong, and was guilty of disgraceful conduct.

Mr Levy, superintendent pharmacist and a director of Eric Palmer Ltd, of The Parade, Oldfields Road, Sutton, appeared before the Committee following his conviction at Kingston crown court earlier this year of handling stolen goods. He was then sentenced to nine months' imprisonment and released from prison after six months.

The evidence was that he started on the downward path when he bought cheaply from a pharmaceutical wholesaler's driver Piriton tablets, which were apparently in short supply, for hayfever sufferers. He went on buying goods cheaply from the driver for possibly 18 months, knowing that they had been stolen. The total value could be about £200. Mr Levy, said in evidence, that his troubles started in the summer of 1977. He told a wholesaler's driver that he had a tremendous demand for Piriton but his orders were not being met.

The driver replied that he had a bottle of Piriton, which had been returned by a customer, and asked if he would like it. When he said that he would, the driver asked him to pay half its value, in cash. It was only at that stage that it dawned on him what was happening but he was only too pleased to get the tablets to meet prescriptions. After that, the driver would ask about once or twice a month if he would like certain items. "I have no excuse for what I did, except that the business is not a thriving one," Mr Levy said. "I had lost a lot of my patients and customers to the health centre."

Mr Levy said he was filled with remorse and ashamed. Mr Nicholas Price, for Mr Levy said that a petition had been signed by 634 local people who held Mr Levy in high esteem.

Unsupervised sale on Friday 13

Superintendent pharmacist, Mr John Williams, was reprimanded by the Statutory Committee last week for what happened in his chemists shop the morning he was late on Friday, October 13 last year.

That morning, the Committee was told, an agent of the Society was able to buy a bottle of Gees linctus from an unqualified assistant at the shop in Summerlands Road, Fair Oak, Hants. Mrs

Joy Wingfield, the Society's inspector, said that at 9.15 am, her agent bought the Gees linctus on her instructions. Mr Williams arrived 20 minutes later.

In March this year Mr Williams was convicted at Eastleigh magistrates court of negligently failing to prevent the unlawful sale of a medicine not on the General Sale List. His company, Williams and Bassant Ltd, was convicted of negligently selling the linctus. Mr Williams was fined £100 and the company was fined £100 with £162 costs.

Mr Williams, of Basset Wood Drive, Southampton, told the Committee he was late that morning because he was completing correspondence at home concerning the sale of the pharmacy. The sale was completed in December 1978. He was now a pharmaceutical company representative, and needed to be on the Register. Mrs Elsie Johnson, the assistant, said several customers came into the shop as it opened that morning. The sale of Gees linctus was made unthinkingly while she was busy. Pharmacy only products were kept separate from general sale lines and she knew that they should not be sold when Mr Williams was not there.

Mr Peter Rawson, for Mr Williams, said he took all reasonable precautions—barring human error. Committee chairman, Sir Gordon Willmer, told Mr Williams his offence was not serious enough to justify being struck off the Register, but the committee could not avoid administering a reprimand. If a pharmacy was left unattended by the pharmacist in charge then the pharmacist was at risk—"if anything goes wrong he is responsible."

Staff disobeyed strict instructions not to dispense

A Handsworth pharmacist told the Statutory Committee that a young employee had disobeyed a strict instruction to staff not to dispense medicines in the absence of a pharmacist. The employee, a technician, had been dismissed.

Mr Malkit Singh, 29, appeared before the Committee, following his conviction at Birmingham magistrates court earlier this year for unlawfully selling or supplying medicinal products—Reactivan and Norgesic—at his Soho Road shop without the supervision of a pharmacist. The magistrates had fined him £150 plus £100 costs.

Committee chairman, Sir Gordon Willmer told Mr Singh: "This, unhappily, is a familiar form of offence to this Committee and it is one to which we are bound to attach considerable import-

ance." He said that the committee would adjourn the hearing for 12 months and its ultimate decision would depend on Mr Singh's conduct during this period.

Sir Gordon said Mr Singh had been trying, not altogether successfully, to run two pharmacies three quarters of a mile apart, manning one himself and finding a good deal of difficulty in manning the other with a pharmacist. Mr Josselyn Hill, for the Society, said that a Society inspector went to the Soho Road shop on October 30 last year and found that two prescriptions had been dispensed and handed out that day by an unqualified member of the staff. Interviewed at his other pharmacy in Rookery Road, Mr Singh admitted to the inspector that he had not been to Soho Road that day and that he was unaware of what had taken place. On the day of the offence a locum had not turned up. Mr Singh told the Committee that Handsworth was a rough area, and he had had difficulty in finding a pharmacist to take over his Soho Road shop. But since July he had had a "full timer" there.

Phensedyl supplied to young addict

A Chessington pharmacist supplied a young drug addict with about five litres of Phensedyl cough mixture behind locked doors, the Pharmaceutical Society Statutory Committee was told last week. The hearing was adjourned to a date to be fixed at the end of November.

The incident, at the pharmacy of Agrapo Ltd, High Street, Esher was witnessed by a police officer, said Mr Josselyn Hill, for the Society. Mr Aminmohamed Pyarali Rajabali, 31, of Gilders Road, appeared before the Committee on a complaint by the Society's Council alleging that he had failed to exercise effective control over the sale of Phensedyl cough mixture, a product known to be subject to abuse.

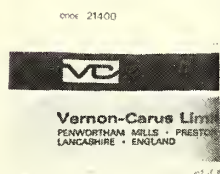
He also appeared, together with the company, arising out of their conviction at Richmond magistrates court earlier this year for an offence under the Medicines Act at the company's pharmacy at High Street, Teddington. Mr Hill, for the Society, said the court was told that a Society inspector had bought some pain-killing tablets last November when no pharmacist was in attendance.

Dealing with the Council's allegations of misconduct against Mr Rajabali, Mr Hill said the incident occurred on November 3, 1978, when Det Sgt Anthony Still, saw a young man enter the Esher pharmacy carrying a white bag. Mr Rajabali bolted the shop door, and they both went to the dispensary, where the police officer saw Mr Rajabali pour brown liquid into four containers. The man was seen to hand over some money and was arrested as he left the shop. Inquiries showed that he had paid £25 for about five litres of Phensedyl.

Mr Hill explained that there was no prosecution because the supply of Phen-

Continued on p495

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How modern dentistry is filling the gap

Modern dentistry, like many other unrelated activities, is now orientated towards conservation. And the restoration of eroded and decayed teeth, either by the filling of a cavity or the rebuilding of a worn or broken tooth by crowning requires the use of a suitable cement.

Developments in this field have depended very largely on the availability of materials capable of meeting the unusual requirements of a dental cement. It must have a high bonding capacity and adherence to tooth surfaces and cavities, be easy to manipulate, yet have the ability to harden rapidly once the final setting process has started. In addition, it must be non-irritant to the oral tissues, yet able to resist the normal acid conditions of the mouth.

Zinc oxide has traditionally formed the basis of many dental cements, and when mixed with phosphoric acid, eugenol and certain other substances such as ethoxybenzoic acid, it forms a cement that, although of limited value, has been widely used. Other cements have been based on aluminium silicate, which has certain glass-like properties, but many dental cements are now formulated on an acid-base reaction system.

Amphoteric oxide bases

The bases used are amphoteric oxides, which react with suitable acids to form a gel. This gel acts as a temporary binding matrix until the reaction is completed and the cement hardens. It is considered that ion movement occurs during the setting process with hydrogen ions being slowly replaced by metallic ions, and that ion-bridges are formed during the gel phase. The change from gel to cement occurs as complexes of variable chemical constitution are formed from the bases and acids.

The physical properties of the base used also play an important part in both manipulation and setting. Ordinary zinc oxide and phosphoric acid, for example, react far too quickly, but zinc oxide can be deactivated to some extent by heating and sintering. This reduces the surface area of the particles, and so reduces the rate of reactivity. The addition of other substances before sintering, such as magnesium oxide, also slows the rate of reaction, and a simple cement of this type consists essentially of particles of zinc oxide in a zinc phosphate matrix. A silicate-based cement has also been used, and being a form of calcium aluminosilicate glass, it has an opal appearance that simulates to some extent the surface of normal teeth.

In recent years, ionic polymer cements have been introduced. These are formulated from metallic oxides, aluminosilicate glasses or other bases, and aqueous solutions of polyalkenoic acids. After mixing, these products, which

adhere easily to tooth enamel and dentine, gradually set as the constituents react, and form an insoluble mixture of polyacid salts. During the setting process, it is probable that changes in the molecular configuration of the polymer chains occur, which increases the power of the cement.

These types of dental cement fall into two main groups, the zinc polycarboxylate and the glass-ionomer cements. The zinc oxide used in the former is first heated to over 1000°C for several hours, as deactivation by heating retards the setting time, and makes the cement more workable. The solutions of polyalkenoic acids may also contain auxiliary substances such as ammonium persulphate or propanol to promote and control the polymerisation. The glass-ionomer cements have as a base a calcium-aluminium silicate with a high aluminium-silicon content.

Fluoride flux

A fluoride flux is often used in the preparation of these special silicates, as such fluxes lower the fusion temperatures. The cement, when finally formed, is to a limited extent ion-leachable, and the slow release of fluoride ions from the cement may have a protective effect on the surrounding dental enamel. The presence of fluoride in the cement appears to prolong the setting time, but once setting has begun, the final setting point is sharp. Tartaric acid is also used as an additive, which appears to form metal-tartaric acid glass complexes in the cement mixture, and these complexes then react with the polyacids, which prolongs the setting time, but increases the sharpness of the final set.

The chemical structure of these cements is exceedingly complex, as they contain many cross-chains and metallic-acid bridging links. Diffraction studies and spectroscopy, as well as investigation of the rheological and mechanical properties of various cements has thrown some light on certain aspects of the chemical structure, but much remains obscure.

A study of the old zinc oxide-eugenol cement, introduced more than a century ago, reveals some complexities of structure. Although the combination of zinc oxide with eugenol appears to be a simple acid-base reaction with the formation of zinc eugenolate, electron microscope studies have indicated that the cement consists essentially of zinc oxide particles coated by outgrowths of zinc eugenolate. These outgrowths form a complex matrix, and it has been suggested that the outgrowth units are linked in the matrix by bridges formed by water molecules. This loose linkage may account for the weakness of the cement, but on the other hand the zinc eugenate

molecule is itself weak, and can be regarded as a zinc chelate that slowly hydrolyses into zinc hydroxide and eugenol.

Phenols other than eugenol can react with zinc oxide, but some methoxyphenols cannot form chelates with zinc ions, possibly related to the size of the phenol molecule. Such a possibility is confirmed by the fact that acetylacetone, which only contains small methyl groups, can form a cement with zinc oxide, but other analogous ketones, containing larger alkyl groups, are unable to do so. Thus the formulation of an acceptable dental cement is much more than the result of a simple chemical reaction, and involves problems of molecular size, ion bonding, bridging links, polymer chains and many other factors still imperfectly understood.

Statutory Committee

Continued from p492

Phensedyl supply

sedyl was not a criminal offence. In 1975 a letter was sent to pharmacists by the then president of the Pharmaceutical Society warning them that Phensedyl was liable to abuse. Mr Hill alleged that Mr Rajabali had failed to observe the standard of conduct expected of a pharmacist as a professional man.

The young man who bought the Phensedyl told the Committee that at the time he was addicted to Phensedyl, but had now been cured. When he first started going to the shop he bought bottles containing 125 millilitres. On two occasions a lemonade bottle was filled, but this was the first time he had asked for five litres, which he claimed was for his own use.

Mr Rajabali agreed that he supplied the man with about five litres of Phensedyl and was paid £25. He thought he had supplied him with 125 millilitre bottles of the drug on three previous occasions, but never in larger amounts. He claimed that on November 3 the man gave him a prescription for two litres, signed by a local doctor, and understood he was delivering the drug to an Air India pilot. The hearing was adjourned.

Health centre news

Stage one costs of £396,706 are recommended to be approved for building the health centre at Shefford, Bedfordshire, by the **North West Thames RHA**. Work is to start before the end of the year on a £400,000 health centre next to the library at **Broadstairs**.

Mersey RHA is planning to extend the health centre at Oriel Drive, Aintree.

North Western RHA is seeking planning permission for a health centre at Knowsley Street, Bury.

North Western RHA is seeking permission for a health centre at Cannon Street, Oldham.

COMPANY NEWS

Fisons first half profits down

Group profits of Fisons Ltd before tax were down 35 per cent in the first half compared with the same period last year. Stockholders were told by the chairman, Sir George Burton, that the results in the first four months were badly affected by external industrial disruption and by extreme bad weather. Recovery over the first half is, however, expected in the remainder of the year. A 10 per cent growth was possible in the pharmaceutical divisions, he adds.

Profit from the pharmaceutical division in the half year at £6.3m was up by 10 per cent on last year's first half while that of the scientific equipment division rose by 12 per cent. Sales of pharmaceuticals amounted to £41.38m (against £33.90m).

The interim dividend is raised to 6.895p net from 6p.

Syntex record

Syntex Corporation have announced record sales and earnings for the year ending July 31. Sales during the fourth quarter were \$128m, an increase of 22 per cent over the same period of the previous year (\$105m). Net sales for the whole year rose by 23 per cent to \$471m (\$381m).

No Scherer award for this year

The R. P. Scherer Award for 1979/80 is not to be made this year. The following statement was made by the company after a meeting of judges of the award in August "R. P. Scherer are currently reassessing the activities it undertakes in educational and industrial support terms.

"As a result of this review it has been decided to withdraw the Scherer award scheme in its present form. Once the review has been completed it is hoped that the Scherer philosophy of promoting interest and original thinking among young pharmacists can be renewed." There has already been publicity for the 1979/80 award and the Pharmaceutical Society has asked that this statement be brought to the attention of anyone who is planning work in preparation for submitting a project.

UK lags behind in chemicals growth

The British chemical industry has been low down the international list of yearly growth rates for the past decade. Figures released by the Chemical Industrial Association show that Japan leads the field with a growth rate of 7.7 per cent

In pharmaceuticals naproxen showed a 33 per cent sales increase, producing \$115m. Significant growth was also recorded in beauty care, diagnostic assay systems and dental health.

Laporte profits

Taxable profits of Laporte Industries (Holdings) Ltd rose from £4.72m to £8.52m in the first half of the year. The chairman, Mr R. M. Ringwald expects the full year to be "reasonably satisfactory." The net interim dividend rises to 3.5p from 3.0217p.

Strikes reduce UG profits

External strikes have severely reduced the half year profits of United Glass, it was announced last week. In its interim report the group shows a profit before tax of £3,348,000 for the 28 weeks ended June 16—almost half down on that of £6,014,000 for the corresponding period of 1978.

Briefly

Focus Contact Lens Laboratory Ltd have acquired the soft lens division of Alcon Laboratories (UK) Ltd.

Burton Parsons Chemicals (UK) Ltd have moved to new premises at Imperial Way, Watford, Herts WD2 4YR.

Germaine Monteil have moved from 33 Old Bond Street to new offices at St

a year while Britain totals 4.1 per cent.

Within the period the growth rates of the UK chemical trade's exports and imports were 21.5 and 21 per cent respectively, resulting in an overall trade balance growth of 22.1 per cent. Yearly output per employee in the industry rose from £3,000 to £13,000.

Sales rose from \$7,793m to \$28,416m between 1968 and 1978, putting Britain ahead of the Netherlands, Italy and France. America continues to lead with sales in 1978 totalling \$126,549m.

Copies of the leaflet "UK Chemical Industry Facts" are available from CIA Publications, Alembic House, Albert Embankment, London SE1 7TU.

Chemical companies' performance

For the second year in succession, Du Pont have gained the title "Chemical Company of the Year", the accolade awarded annually by *Chemical Insight* for outstanding performance in 1978, Merck & Co, were again second, the third place being taken by Dow Chemical, who won the award in 1976 and 1977 and who were seventh in 1978.

Top British company, Imperial Chemical Industries, was placed twelfth (against third in 1977) and was one of only two companies which failed to reduce raw material costs in relation to sales in 1978.

George House, St Georges Street, London W1. The telephone number is unchanged—01-629 1378.

Kirby Pharmaceuticals, are seeking planning approval for extensions to the offices at Chiswick Avenue, Mildenhall.

Wellcome Foundation is seeking approval for a proposed phased (approx 27 acre) factory development and road access to the site, Crewe Hall, Crewe.

R. Gordon Drummond have opened a new branch at 102 Union Street, Larkhall. The manager is Mr John Dow MPS. The Cardiff branch has been resited to 19 The Hayes, Cardiff, under the management of Mr Peter Tottle MPS. Resites are also planned at Cowdenbeath and Easterhouse before Christmas.

Hoechst group pre-tax profit rose by 42.7 per cent in the first half of the year to DM785m. Sales were up 7.5 per cent to DM136m. It is probable that at least part of the sales rise was due to stockpiling by customers to try and protect themselves against further prices in raw materials prices.

Rockware Group Ltd: Group profits for the half year ended July 1 were £1.2m against £3.55m in the same half of 1978, before tax of £284,000 (£341,000). The road haulage strike early in the year severely affected profits particularly those of the glass division, states the chairman, Mr J. H. Craigie.

Appointments

Polaroid (UK) Ltd: Lou Sharman has been appointed sunglasses marketing manager. Previously Mr Sharman was the business and professional sales manager.

International Chemical Co Ltd: Mr W. J. Vale has been appointed director of sales. Mr Vale, rejoined ICC in August having previously served with the company 1971-73.

Lilla-White Ltd: Clare Dormer has been appointed product manager for Dr White's. Paul Gilbert becomes product manager for Golden Babe Bambi baby products.

Ronson Products Ltd: Mr David Marshall has joined the sales team as a merchandiser. He will be covering the south of England, responsible for display and point-of-sale material for all Ronson products.

Cussons Sons & Co Ltd: have appointed Liz Browning to their toiletries division as a product manager, working initially in new product development. She joined Boots in 1974 as a consultant supervisor on the No 7 and 17 cosmetics sales force before being appointed assistant brand manager and then brand manager for the 17 range.

Roche Products Ltd: James McMillan, 24, has been appointed product manager in the recently formed cosmetics division. He had been previously product manager at Smith and Nephew Ltd in the export division handling their range of Elastoplast products and hospital dressings. His immediate duties are to co-ordinate all activity on the Eversun range for 1980.



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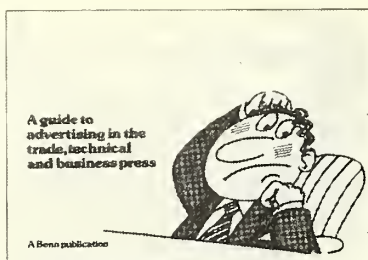
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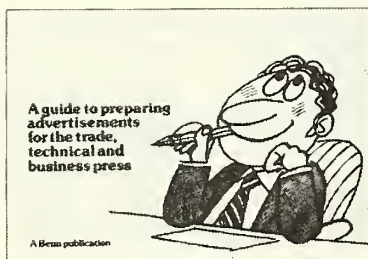
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ORDER To: The Marketing Department, Benn Publications Ltd., 25 New Street Square, London EC4A 3JA.

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Name
Position
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PHARM

Pharmaceutical Human and Animals Research Methods Ltd.,
Cumberland House, Lissadel Street, Salford, M6 6GG.
Telex 666135 Air Talk G. Tel: (061) 833 9491

MARKET NEWS

Chinese oils firm

London, September 26: The difficulty of getting offers for certain Chinese essential oils, menthol, etc, over the past few months continues to have a hardening effect on prices. The past week has seen a sizeable fall in the value of sterling against other currencies and together these factors have led to a number of mark ups particularly in peppermint, eucalyptus and menthol. Dearer also are patchouli, citronella and petitgrain while cinnamon leaf and sandalwood are easier.

In pharmaceutical chemicals glucose monohydrate is £25 dearer per metric ton but the anhydrous and liquid forms are unchanged. Sodium chloride has risen by nearly £4 metric ton while sodium bicarbonate goes up by £14 on October 1.

Spices were mostly unchanged on the week and demand was minimal. Dearer among botanicals were benzoin, hydrastis, jalap, lobelia and tonquin. Liquorice root was down £5 ton. Peru balsam was available on the spot again after a considerable absence.

Pharmaceutical chemicals

Acetone: £390 metric ton for 30-drum lots.
Adrenaline: (per g) 1 kg lots base £0.30; acid tartrate £0.25.
Alcin: micro-crystalline £28.65 kg in 50-kg lots.
Amylobarbitone: Less than 100-kg lots £14.89 kg; sodium £16.17.
Butabarbital: Acid £19.75 kg; sodium £21 kg in 50 kg lots.
Butobarbitone: Less than 100 kg £17.91 per kg.
Calamine: BP £653 per 1,000-kg delivered.
Calcium ascorbate: £7.28 kg in 5-kg pack.
Calcium carbonate: Light precipitated BP £175 metric ton delivered.
Calcium chloride: BP anhydrous 96/98% £1.13 kg in 50-kg lots of powder; granular £1.15 hexahydrate crystals BP 1968 £0.81.
Calcium gluconate: £1,800 per metric ton.
Calcium lactate: 100-kg lots £1.55 kg.
Calcium pantothenate: £8.31 kg in 25-kg lots.
Carbon tetrachloride: BP 5-ton lots in 290-kg drums, £265 per metric ton.
Cinchocaine: Base (500-g lots) £92.70 kg; hydrochloride £89.10.
Ferrous succinate: BP £5 kg in 100-kg lots.
Ferrous sulphate: BP/EP small crystals £650 metric ton; dried £650 metric ton.
Glucose: (Per metric ton in 10-ton lots)—monohydrate £250 anhydrous £550; liquid 43° Baume £234 (5-drum lots); naked 18-tons £187.
Kaolin: BP natural £152.05 per 1,000 kg; light £158.60 ex-works in minimum 10-ton lots ex works.
Mersaly: Acid £38.93 kg in 10-kg lots.
Mercurials: Per kg in 50-kg lots: ammoniated £10.30; oxide—red £11.25 and yellow £10.90; perchloride £6.62; subchloride £8.73; iodide £10.02.
Mercury: BPC redistilled £9.30 kg in 25-kg lots.

Noscapine: Alkaloid: £31.85 kg for 25-kg lots; £30 kg for 100-kg. Hydrochloride £35.65 and £33 kg for similar quantities.
Pethidine hydrochloride: Less than 10-kg lots £46.84 kg. Subject to Misuse of Drugs Regulations. £9.11.
Pentobarbitone: Less than 100-kg £20.17 kg; sodium £21.39.
Petroleum jelly: BP soft white £396.61 metric ton delivered UK; yellow BP £378.556 in 170-kg
Phosphoric acid: BP sg 1,750 £0.4421 kg in 30 drum lots minimum.
Pilocarpine: Hydrochloride £328 per kg; nitrate £308.
Potassium acetate: BPC £0.95 kg for minimum £500 order.
Potassium ammonium tartrate: £2.24 kg in 50-kg lots.
Potassium bitartrate: £996 per metric ton.
Potassium citrate: Granular £956 per metric ton, powder £976.
Potassium diphosphate: BPC 1949 in 50-kg lots. granular £2.15 kg; powder £1.88.
Potassium hydroxide: Pellets BP 1963 in 50-kg lots £1,379 kg; sticks not offered; technical flakes £0.4577.
Potassium nitrate: Recrystallised £1.05 kg for 50-kg drums.
Potassium phosphate: monobasic BPC 1949, £1.30 kg in 50-kg lots.
Potassium sodium tartrate: £887 per metric ton.
Salicylic acid: 5-ton lot £1.42 kg; 1 ton £1.44.
Sodium bicarbonate: BP from £121.24 metric ton as to grade in minimum. 10-ton lots delivered UK.
Sodium chloride: Vacuum-dried in 10-ton lots £35.05-£36.76 metric ton as to packing, delivered London.
Sorbitol: Powder £580 metric ton; syrup £305.
Stilboestrol: BP in 25-kg lots, £137 kg.
Streptomycin sulphate: £25.20 per kg in one ton lots.
Succinylsulphathiazole: £10.30 kg in 250 kg lots.
Sulphacetamide sodium: BP £7.25 kg for 50-kg.
Sulphadiazine: BP 68, £5.10 kg in 250-kg lots.
Sulphadimidine: £7.75 kg for imported in 1-ton lots.
Sulphaquinoxaline: BVetC £10.27 kg; sodium salt £11.99 kg both in 500-kg lots.
Sulphamethizole: £9.60 kg in 1,000 kg lots.
Sulphathiazole: BP 1973, £7.30 kg in 1-ton lots.
Talc: BPC sterilised £585 metric ton in 50-kg £351 for 1,000 kg lots.
Tartaric acid: £1,370 per metric ton.
Theobromine: Alkaloid £6.90 kg for 500-kg lots.
Theophylline: Anhydrous and hydrous £5.58 kg in 110-kg lots; ethylene diamine £5.91 kg.
Yohimbine hydrochloride: £302.50 per kg.
Zinc acetate: Pure £1.26 kg in 50-kg lots.
Zinc carbonate: Pharmaceutical grade £630 per metric ton.
Zinc chloride: Anhydrous powder £450 metric ton, delivered U.K.

Crude drugs

Aloes: Cape £1,075 ton spot; £1,070, cif, Curacao nominally £2,250, cif, no spot.
Balsams: (kg) **Canada** £12.65 on the spot shipment dealer at £12.30, cif. **Copaiba** £3.10 spot £2.90 cif, **Peru:** £9.65 spot; £9.50, cif. **Tolu:** £6.10 spot.
Benzoin: £195 cwt, cif.
Hydrastis: Spot £29.90 kg; no cif.
Ipecacuanha: (kg) Costa Rican £16 nominal. Matto Grosso £16.10 kg; cif, nominal.
Liquorice root: Chinese £560 metric ton spot; £530 cif. Block juice £1.63 £1.90 g spot.
Lobelia: American nominal. European £1,730 metric ton, cif.
Menthol: (kg) Brazilian £6.05 spot; £6.05, cif. Chinese £6.20 duly paid £5.65, cif.
Seeds: (metric ton, cif) **Anise:** China £815 for shipment. **Celery:** Indian £445. **Coriander:** Moroccan £210. **Cumin:** Indian £780. **Turkish** £760. **Fennel:** Indian £440. **Fenugreek:** Moroccan £295; Indian £245.
Senna: (kg) spot Alexandria pods hand-picked from £2 upwards; manufacturing £0.55. Tinnevely faq leaves £0.46; pods, faq £0.46; hand-picked £0.55.
Styrax: Turkish natural £5.60 kg spot; £5.60, cif, nominal.
Turmeric: Madras finger £650 metric ton spot; £500, cif.
Tonquin beans: Para £3.55 kg spot; £3.20, cif. **Valerian:** Dutch £1,885 metric ton spot; £1,810, cif Indian £1,215 spot; £1,185, cif.
Witchhazel leaves: £2.20 kg spot; £1.95, cif; liquid £0.47 kg.

Essential and expressed oils

Almond: Sweet in drum lots £1.35 kg duly paid, both nominal.
Anise: (kg) Spot £13.30; shipment £12.50, cif.
Bay: West Indian £11.25 kg spot; £10.50, cif.
Bergamot: £65 kg nominal.
Bois de rose: Spot £7 kg; shipment not offering.
Buchu: South African £125 per kg spot; English distilled £185.
Citronella: Ceylon £3.50 kg spot; £3.20, cif. Chinese £4 kg spot; £3.95, cif, both nominal.
Clove: Indonesian leaf. £1.90 kg spot; shipment £1.80, cif. English-distilled bud £40.
Eucalyptus: Chinese £1.75 kg spot and cif.
Patchouli: Chinese £16.50 kg spot and cif.
Peppermint: (kg) Arvensis—Brazilian £4.30 spot; £4.25, cif. Chinese £3.30 spot and cif. Piperata—American from £14.25 spot; £13.75, cif.
Petitgrain: Paraguay £6.75 kg spot and cif.
Sandalwood: Mysore £64kg spot. East Indian £50 spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Tuesday, October 2

Chemist & Druggist Chemists Assistant of the Year Competition. East Midlands regional final, Holiday Inn, Leicester at 5.30 pm. (Organised by E. H. Butler & Son Ltd.)

Chemist & Druggist Chemists Assistant of the Year Competition. East Anglia regional final, Grange Hotel, Norwich at 6.00 pm. (Organised by Martindale Samore Ltd, Norwich.)

Wednesday, October 3

Chemist & Druggist Chemists Assistant of the Year Competition. South Wales regional final, Royal Clarence Hotel, Exeter at 2.00 pm. (Organised by ICML.)

Epsom Branch, Pharmaceutical Society. Seminar room, Epsom District Hospital, at 7.45 pm. Dr R. Knowles on "Computers and pharmacy."

Thursday, October 4

Chemist & Druggist Chemists Assistant of the Year Competition. London regional final, Royal Garden Hotel, London at 6.00 pm. (Organised by H. B. Dorling Ltd, Dartford.)

Crawley Branch, Pharmaceutical Society joint meeting with **Worthing Branch**, Ciba Laboratories, Horsham, Sussex, at 8 pm. Mr Peter Hordern, MP on "The government and the NHS."

Hounslow Branch, Pharmaceutical Society. Lecture theatre, West Middlesex Hospital, Twickenham Road, Isleworth, at 8 pm. Mr D. Bailey (Welsh School of Pharmacy) on "The drug alcohol."

Plymouth Branch, Pharmaceutical Society. The Tamar Hotel, Crownhill, at 8 pm. Mr Phillip Paul (director of public relations, Pharmaceutical Society).

Society of Cosmetic Scientists. Royal Society of Arts, 6 John Adam Street, London WC2A 6AJ, at 7 pm. Mr R. Jones (Croda International) on "Some aspects of the role of proteins in cosmetics."

Thames Valley Pharmacists' Association. Conference room, second floor, Sterling-Winthrop House, at 8 pm. Mr V. Goslin on "Sherlock Holmes."

Advance information

British Institute of Regulatory Affairs. October 23, Pharmaceutical Society, 1 Lambeth High Street, London SE1, "Topics in toxicology." Tickets (£12 members; £15 non-members) from Mr B. E. James, E. R. Squibb & Son Ltd, Regal House, Twickenham TW1 3QT.

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Telephone 01-353 3212

Publication date Every Saturday

Headings All advertisements appear under appropriate headings.

Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

Circulation ABC July/December 1978. 17,737.

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 44mm.

Whole Page £450 (275mm×186mm).

Half Page £250 (135mm×91mm).

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Lineage minimum charge £5.00 for 20 words, 25p per word extra.

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X1 — NORTH COUNTRY beauty spot—retirement vacancy, turnover approximately £40,000, freehold property with spacious living accommodation for sale at £18,000. Stock approximately £4,500. Suit semi retirement.

X2—MANCHESTER—Offers invited for leasehold property and chemist shop in North Manchester. Turnover excess £150,000 with excellent prospects, freehold property valued £20,000, stock approximately £15,000.

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kets.
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action programmes for new product intro-
ductions.
- identify and evaluate potential clients within
the pharmaceutical and health food mar-
kets.
- prepare detailed presentations and manage
action programmes for new product intro-
ductions.
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CHEMIST & DRUGGIST

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Name _____

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Phone _____ Date _____ Signed _____

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 44mm

Whole Page £450 (275mm × 86mm)

Half Page £250 (135mm × 186mm)

Classified Advertisements

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Telephone 01-353 3212

Copy date 12 noon Tuesday prior to publication date

Quarter Page £130 (135mm × 91mm)

Lineage Minimum charge £5 for 20 words, 25p per word extra

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over

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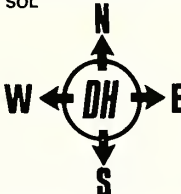
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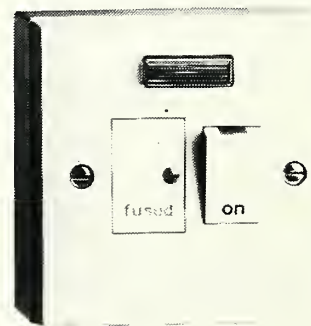
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After ten years its Clearasil Clearguard



Courtesy of Richardson Merrell

Bidex and the real needs of women

Bidex meets the real needs of women. The excitement which surrounded vaginal deodorants during the early 60's erupted very quickly and just as quickly evaporated—the proliferation of products then available dying nasty and very public deaths. Selling anything during that time of heady consumerism was a joy but surviving the mass panic caused by the disgracing of hexachlorophane was another story. The word was put out that vaginal deodorants—all vaginal deodorants—were dangerous and that was that. Chemists were suddenly left with shelves full of immovable product.

In the years since then one or two products have gone on quietly making sales, but during the coming months we are likely to see one of them making a loud comeback. Bidex ought never to have been affected by the hexachlorophane scare because it doesn't contain any. The Bidex formula is based on chlorhexidine and is patented. The product is now marketed by Optrex Ltd. Probably one of the most important

changes that will affect sales of this product is that it is now (at last) being handled by a woman. Annette Bradshaw has been appointed brand manager and has some very definite ideas about the marketing of Bidex.

First of all she is very angry about the fact that when vaginal deodorants first became available they were marketed by men, who decided to sell them by telling women they had smelly private parts. "This is no more applicable to women than it is to men. Daily washing of the genital area coupled with clean underwear will cope with any normal odour for both men and women", points out Annette. There are however, real basic needs that women have which can be met by a product like Bidex and it is these, and not women's supposed needs, to which she intends to direct it.

What is Bidex? It is a vaginal deodorant that was originally developed by a Swiss company, under the guidance of gynaecologists, as a post-natal product. As such it underwent five years of clinical trials and it was during the

Clearasil recently celebrated its tenth birthday. For much of those ten years it has been the brand leader in the market of acne problem solvers. It has not, however, been unchallenged.

The market has been increasing of late and has seen the introduction of a number of new products, not least Topex and Biactol, also produced by Richardson Merrell. None of these new products has as yet presented a very serious threat to Clearasil but the last thing Richardson Merrell want is for Clearasil to slip into the guise of an old fashioned product. For this reason they are taking the apparently surprising step of replacing the present Clearasil range with Clearasil Clearguard.

C&D's beauty editor talked to the product's manager, Graham Toone, who pointed out that to his knowledge Clearasil had not been relaunched during its lifetime. Both he and the company felt that it was due for some attention and revitalisation.

Clearasil has always been seen by Richardson Merrell as a more cosmetic acne problem solver than either Topex or Biactol—the former being more directly medical in its treatment potential and the latter an anti-bacterial face wash. With the change to Clearasil Clearguard it has become even more cosmetic in its appeal to girls. Both Topex and Biactol are finding success with boys and girls alike.

Although Clearasil Clearguard products supersede the old Clearasil it is still the same product that 36 per cent of acne sufferers know and trust—it has

simply been improved and updated. The soap remains the same but the lotion and the cream, both skin tinted and white vanishing, have been adjusted.

Most strikingly the packaging has been changed to incorporate the new name. Also featured is a streamlined representation of the layers of skin on the face. These packs are said to have stood out strongly in consumer research.

The Clearasil Clearguard lotion should not be confused with a make-up remover. After cleansing the skin it should be used as a grease clearer to prevent spots forming. It is marginally more effective than the old lotion in terms of cleansing but the main difference is that it has improved skin conditioning properties. The old lotion was very drying; when applied to the face it often had a stinging bite similar to an astringent after shave product. The new Clearguard lotion is described as "skin friendly". It is pH balanced to the skin. The normal pH of skin is usually thought to be about 6.7—the old lotion had a pH of 3.5! It is thought that because the new lotion has a less markedly drying effect it could be used by a wider proportion of girls with different types of skin, rather than only by girls with greasy skin.

The new cream is similar to the old from the point of view of treating spots—Richardson Merrell felt it was so good in that regard it need not be bettered—but the level of the active ingredient bentonite has been increased thus improving the oil absorbency of the product. This makes it better at preventing further spots from forming. Another big

difference is that the formulation of the cream base has been changed so that it is smoother and spreads more easily.

There is a clear differentiation between the action of the lotion and the cream which is often misunderstood. The lotion is intended for regular use as a preventive product. The cream is for the treatment of spots when they appear.

Richardson Merrell do not anticipate that Clearasil and Clearasil Clearguard will be on shelf together for very long. Clearasil Clearguard will be sold into chemists from October 1. But Clearasil will be advertised on television, as soon as the strike is over in an effort to clear out existing stocks. Clearasil Clearguard will not be advertised until next year. After January however the company will be promoting the new range very heavily. The expenditure on television advertising between January and June—the end of their financial year—will be £600,000.

Graham Toone also envisages plenty of promotional activity for Clearasil Clearguard. He has been the product manager for four months and says: "If, 'as a new boy, I have any criticism of the way the product was handled previously it would be down to a lack of promotional backing'".

Clearasil has almost become a generic name for acne products but, "that doesn't mean it has to be static. It is true however that we must not allow the consumer to be confused into thinking that Clearasil Clearguard is a new product. It is the same product, it's just a bit better."



course of this research that the deodorant qualities were discovered. This was exploited by the marketing men, and copied by many others, in such a way that not only were sales affected by the ingredient scare but vaginal deodorants came to be regarded with high-minded disapproval by women's libbers when they appeared in the late 60s—bra-less and fanatical. They said, quite rightly, that they did not smell, any more than men anyway, and did not need this product. Any hangover of such feeling exists today because nobody has thought about women's real requirements from this sort of product.

There were other problems at that time too, but these were mainly asso-

ciated with abuse. Like all products vaginal deodorant have to be used properly, but ignorance cannot be legislated against. Nor indeed can fear. The medical Press were concerned that women with severe discharge problems and unpleasant odour worries would simply attempt to mask them with a product like this. But as Annette points out, the antiseptic in Bidex is simply not strong enough to hide a real problem for long. And any woman who was predisposed to hiding from unpleasant truths would do so anyway. Apart from obvious abuse, such as using the spray too close to—or even inside!—the vagina, there were never any adverse reactions reported from the use of Bidex.

The main thrust of Annette's campaign towards the re-education of public and trade attitudes to Bidex will be put behind the towelettes. At the moment the sprays are still the best sellers but the increased acceptability of wipes of any kind together with the obvious benefits—such as direct application—of the towelettes is expected to change this.

In her research, for instance, Annette came across horrific stories of women going for gynaecological examinations straight from work and without washing. These same women would never think of going to the dentist without first brushing their teeth. In the main modern women lead far more active

lives than their mothers and perspiration and debris build up during the course of the day. This is exacerbated by close fitting trousers and underwear and tights made of man-made fibres. Women need a product to freshen the outer vaginal area whenever the need arises, anytime and in privacy.

Holidays at caravan or camping sites often present personal hygiene problems which would be solved by Bidex towelettes. Using public toilets can leave a woman feeling dirty, and there is also the possibility that modern contraception and a swing away from sheaths mean that mature women are unaccustomed to dealing with the increased wetness and odour problems caused. Here again is a practical application for Bidex towelettes as a straightforward product—not dressed up in embarrassed euphemisms.

What was the reaction to the advertisements, each of which carried a free towelette? "Amazing", says Annette, "we've had hundreds of calls from women praising the product and asking where they can buy it". That is a problem at the moment. Chemists are still understandably nervous of vaginal deodorants. Optrex however are determined to improve distribution of Bidex and point out that they have spent money re-educating consumers who have responded positively and want to buy.

Small is beautiful in an expanding market

In keeping with their tradition of accurately identifying consumer attitudes and needs, Richardson Merrell are launching an extension to the Oil of Ulay size range—a 75ml pack (£0.99).

The company believes that this move is likely to be warmly welcomed by the chemist and is intended to develop the Oil of Ulay franchise by establishing a competitive presence at the lower end of the price spectrum. According to product manager, Richard Edwards, the smaller pack has a number of important trade and consumer advantages. "In these days of rapidly rising prices it is becoming increasingly difficult for women to find good quality beauty products at prices they can afford. Recent shopping trends indicate that with so many demands on the weekly budget, the laydown price is taking on a new significance with some women."

The introduction of the new size is not expected to detract from the popularity of the current 150ml and 250ml sizes—already firmly established among loyal users. But it is intended to make the brand more attractive to first-time buyers, for whom the price of the 150ml may be too high. It should also appeal to existing users as an additional travel size or, simply, as a chance to buy Oil of Ulay for under a pound.

"This will yield important benefits to the retail trade because the resulting increase in consumer sales will give higher stock turnover and therefore greater profitability," comments Richard Edwards. A look at the market shows that skin foods and moisturisers—currently worth £27 million—is the fastest growing sector of the skin creams and lotions market, with an increase of 23 per cent over last year. For several years Oil of Ulay has held its position as brand leader and currently holds a 22 per cent share. "This", says Richard Edwards, "despite the market becoming increasingly competitive in recent years, with nearly all the major toiletry manufacturers introducing new products in an attempt to challenge Oil of Ulay's supremacy. In fact, to date, none of them has gained a significant market share."

Why have Oil of Ulay's five million users remained loyal despite the introduction of so many new products?

"Because Oil of Ulay excels on all the key criteria which determine brand choice; it is sensibly priced, suits all skin types, is light and easily absorbed, is a pleasant non-greasy lotion and has a delicate perfume. In addition Oil of Ulay's unique brand image, marketing back-up and excellent trade support have been important features in sustaining market dominance.

"This brand image has been built with a marketing strategy designed to emphasise product superiority with a discreet, low key advertising style and a credible promise. The advertisements speak to the consumer as a beauty consultant speaks to a client—personally, confidentially . . . offering information and advice with a quiet authority. So subtle is the



Courtesy of Richardson Merrell

advertising message that many women believe that they first heard about Oil of Ulay through personal recommendation. And in fact many women do share their 'secret' with their friends. Because of this Oil of Ulay has built up a very strong brand loyalty among its users."

The "editorial type" advertising for this beauty product does not feature so much as a logo. Readers "discover" the brand name in the small print of the advertisement's text. From the start—with its first year UK advertising budget of less than £500—Oil of Ulay's advertising began to win friends and influence consumers.

When television advertising was introduced in 1972, in addition to the Press

advertising, it was intended to strengthen still further Ulay's brand identity and to broaden the magazine audience. By 1975, television advertising had helped to achieve brand awareness levels of more than 80 per cent and trial levels of 40 per cent.

Richardson-Merrell have said that they will maintain Oil of Ulay as the most heavily advertised and promoted brand in the market. The television advertising campaign for the current year will be sustained by an expenditure in excess of £1m with a further £½m to be spent in the Press. As in previous campaigns the Press advertisements will be tailored to reflect the editorial style of the publication in which they will be appearing.

New advertisements are constantly being produced to keep a high reader interest level by giving new information and advice. Where many advertisements aim for instantly recognisable advertisements, the Ulay ones are intended to be constantly fresh and different.

Richardson-Merrell have traditionally invested in extensive market research to keep in close touch with not only their own consumers but with the attitudes and needs of women generally. They also use the Margaret Merrill Beauty Advisory Service to keep in touch with several thousands of women throughout the UK. Apart from seeking skin care advice or help with a particular beauty problem many of the respondents offer suggestions for changes to the packaging or generally offer constructive criticism. In fact by popular request Richardson-Merrell are currently testing a special lightweight plastic 125ml pack as a possible packaging development. In addition to the popular Christmas gift pack they are evaluating the potential of a "sample" or mini "gift" pack containing small sizes of Oil of Ulay and Ulay Night Care to generate trial.

This year's promotion programme is planned to be tailor-made to the needs of the retail outlet; it will use new techniques in direct consumer promotion, designed to build the brand's franchise and expand the retailer's own sales.

"Today, Oil of Ulay is worth ten times its value ten years ago and sells eight times as many packs. But," concludes Richard Edwards, "Richardson-Merrell have always guarded against relying on past glories. Extensive plans—some of which we have just detailed but others which it is too soon to reveal—are being formed to bring the Oil of Ulay brand successfully into the eighties and to ensure its continuing growth."

4711 secrets

There is a product on your shelves which is much misunderstood. It is called 4711 original eau de Cologne. What is it? Why is it called 4711, why original and why eau de Cologne? What is it for, what does it do and how does it do it? And one question of the many often asked about 4711—what is the difference between this original Cologne and modern colognes?

Modern colognes are diluted perfumes, often containing synthetic fixatives to hold the fragrance. 4711 is made only from natural extracts and the essence comes only from the city of Cologne (Köln) in West Germany. This essence is a secret formula which is nearly 200 years old and each batch is mixed in a

the French revolution. Its citizens learned to live with foreign troops and individuals performed many acts of quiet heroism to which such times give rise. The prominent banking family of Mülhens, for instance, gave shelter to a Carthusian monk when the French closed the monasteries. In gratitude, the monk gave a secret formula for making an *aqua mirabilis* (miracle water) as a wedding present to the young Mülhens when he married in 1792. Whether the young man had chemical or perfumery interests that he had discussed with the monk history does not relate, but certainly no sooner was the formula received than a batch of the miracle water was made up and proved immediately

requests for more of the wonderful "eau de Cologne" (water from Cologne).

The speed and extent of this enthusiastic reception meant that the public did not really have time to find out whether 4711 eau de Cologne was a medicine, a toiletry, a refreshing lotion, an aphrodisiac or whatever. Because of this Wilhelm Mülhens successfully avoided a new Imperial decree by Napoleon about the advertising and sale of secret medicines. The decree, issued in 1810, stated that all medicinal formulae had to be made public. Mülhens however was able to keep the recipe of 4711 a secret by denying that it was a medicine.

Not a medicine

So 4711 is not a medicine, but then it isn't really a perfume either. It is described as a stimulating freshener, and furthermore it can be used as well as a favourite perfume without clashing. It is even suggested that 4711 acts as a catalyst, serving to enhance perfume.

Today, the formula of the 4711 original eau de Cologne is still known only to the Mülhens family and the head of the family mixes every individual batch of ingredients. The company believes that part of 4711's success is due to the consistent standard of the eau de Cologne which is scrupulously maintained. All blending and bottling is still done under the supervision of Cologne, although local alcohol is used for some of the world markets to which the product is now exported. Like good wine or whisky 4711 original eau de Cologne is left to mature in big oak barrels for many months.

4711 products have been honoured by gold medals at International and World Fairs and exhibitions. Many of these medals are incorporated into the blue and gold labels used on all the 4711 bottles, which are the same bow fronted, narrow necked vessels used when *aqua mirabilis* was first marketed.

Refreshing lift

There are many ways of using 4711. Ordinary fragrance colognes are used on the pulse points like perfume but 4711 is intended to be splashed all over—arms, body, back of neck, forehead, and it is claimed that it gives an instant refreshing lift. This feeling is also created by inhaling it. If a little 4711 is splashed into cupped palms and breathed in it is said to clear the head instantly, waking up and tingling the senses—like champagne but without the calories!



4711 Original eau de Cologne matures in big oak barrels for many months just like good wine or whisky

locked vault personally by Mr Mülhens, whose family have owned the company since its inception.

Cologne is now an accepted perfumery term, but not many people realise that its first use was to describe a reviving *aqua mirabilis* first sold in Cologne in the late 18th century. The charming story behind 4711 eau de Cologne is vouched for by the Mülhens family.

Cologne, as one of the largest and most prosperous of the Rhineland cities, was the victim of frequent occupation during the troubled times that followed

popular. So much so that Mülhens gave up banking to concentrate on production from his home.

The Napoleonic occupation continued to influence the history of this miracle water. In 1794, Napoleon's billeting officer, with typical Napoleonic efficiency, numbered all the houses in Cologne consecutively. The Mülhens house in the Glockengasse became number 4711. The French officers bought flasks of the *aqua mirabilis* sold at no 4711 and sent it home to their wives and sweethearts, who sent back

PERSONALITIES IN THE BEAUTY BUSINESS

Deirdre Allen

"I was brought in to launch Aziza"—probably the most striking launch of a colour cosmetic product for a good long time. And the lady who brought this range to a needy market was Deirdre Allen, now marketing manager of Prince Matchabelli.

She came to the company with a broad experience of the cosmetic field having begun her working life in this area with the Gala group (where, by the way, she worked with our last personality Janet Lloyd, now managing director of Yardley) as well as having worked for Almay and Revlon.

Before that, having read languages at University, she attempted to assuage a strong social conscience by working with teenage girls on probation. She wonders now, with a wry smile, whether that helped give her an insight into the working of a young girl's mind—an insight very necessary in her present position. She found however that to be a good social worker one had naturally to become involved, but having done so it was also necessary to remain detached. The young Deirdre found this difficult but says now that nevertheless she thoroughly enjoyed her experience and learned a great deal from it.

She saw an advertisement for an export brand manager for the Gala group and, with no clear idea in her mind, applied for it. She feels that "in those days" (not so long ago but things were significantly different then—we've come a long way, baby!) women tended not to look towards business as a career. Now most have clearer, better defined ideas of what they want to do. "I got the Gala job and so began a career in the cosmetics industry. Having been fortunate enough to drift into this area it quickly got under my skin and I enjoy it very much.

"I moved into the domestic marketing group at Gala within a year. This department was really just being set up, the owner having done the "marketing" before as was the tradition." Whilst at Gala, Deirdre was specifically responsible for Miners and the launch of another well-known teenage range. "But during my time there I worked on all their brands and so picked up a wide knowledge of a broad market. There was an incredible spread within Gala.

"When I joined Almay it was a new

company, with a new concept, approach and product and as such was very exciting. There were endless opportunities." During her time with Revlon Deirdre continued her evidently fascinated exploration of exciting opportunities and was responsible for Charlie cosmetics and fragrance—and was involved in the relaunch of the Natural Wonder range of cosmetics.

Her thirst for new opportunities however climaxed when Prince Matchabelli gave her, "a marvellous offer of doing something completely new and different in the cosmetic world" by asking her to launch the Aziza eye make-up range in the UK.

"With my background, there were few companies left which seemed to offer me the right sort of challenge. Prince Matchabelli were giving me the chance



to join a company which had an enormous potential for growth as well as having the successes of Cachet and Aviance under its belt. They have many new ideas in the pipeline—few companies offer the same challenge and opportunity in this country. I jumped at the chance, and have had a fantastic 18 months.

"The company has a philosophy which is challenging. We are far from static and of those ideas in the pipeline we will pick and choose those products which will do us justice. We find an area of product need, fill it and then promote and advertise the resulting product in a way that properly communicates its specific performance and benefits. Cachet

for instance, has a very strong market profile. There are few fragrance products on the market like that. There are endless opportunities when you approach things in this way—every market sector offers some opportunity."

Aziza has been available in the States for some time, it was relaunched there in 1973 and has been almost unable to keep pace with its own success since then. The American company was keen to transfer the range to a market elsewhere and is looking to the UK to see how it can be done on a new launch basis.

"Having both fragrance and colour cosmetics products gives Prince Matchabelli complementary businesses



which keep them busy all year round. Fragrance sales are still tending to be heaviest in the winter and Christmas months.

"We always make sure that our homework has been properly done before any product sees the light of day. From extensive research in the States the eye make-up market was exposed as an area of real need."

Before Aziza was launched the company asked women what it was they needed from an eye make up product and then sought to provide it. They didn't see any point in simply bringing out another colour cosmetic range. "They are not a me-too company", says Deirdre, "they looked for something they

could do which would be new". Surprising though it may seem what they could do was to listen to the people who use eye make-up—women.

"There are many, many eye make-up products available, some of which are very good, and some which are less good. But there is a lot of confusion as to which product is right for which woman. To most women today eye make-up is a way of life. It is no longer a glamorous artefact. Women 'put on their faces' as an extension of their personalities before facing the world. They use it to enhance natural attributes or to make up for certain defects, to present themselves a little more attractively to the world. Women putting on make-up are not looking for wolf whistles—there are few sexual overtones. It is more like brushing one's teeth, it makes you feel good. And on the whole make-up is much less outrageous today; women look more natural. But they do want certain specific benefits from an eye make-up product.

"Mostly they want a product that is going to stay put. Some may want an eye shadow that will also moisturise the eye area and others need water-resistant products. Certainly these products exist but there is no way a woman can select a product to suit her needs—all she is told about are the colours.

"Even if she were to find the right product, research has shown that there is an area of profound ignorance about how to use eye make-up. There is after all a real technique in the proper application of eye-make-up."

Similar research was undertaken in the UK which pointed up the same basic needs. So Aziza, having found out what women were looking for, set about providing it. They had found, for instance, that women wanted powder eye shadows which would not crease and which would have a sure, soft pick up but would withstand wear and tear. They did not want the powder "cake" to crack if dropped. Or when using one of the newly popular frosty shadows they wanted the colour to appear lustrous, and not have a solid frost appearance.

To achieve some of these ends the company went back to square one on formulations, changing the binding agents of the powder shadows or combining the lustrous effect with the colour pigment. This last technological breakthrough contributed to the development of the latest products in the range—the two tone shadows. These answer a need for quick application and instant contrast.

When it came to mascara women's knowledge was found to be generally



better but there was some resistance to the waterproof products. Women claimed that they wanted a waterproof mascara but were frightened that it would be damaging or difficult to remove. Aziza discovered that what women actually wanted was a smudgeproof product that would not be affected by the natural oils excreted from the skin during the course of a day. Few of them wanted to plunge head first in the nearest ocean. Others were worried that mascara would damage their lashes. So Aziza produced two mascaras, one with a smudgeproof formulation and with a conditioner.

"Their whole approach was different" says Deirdre," they went to the women and said—you're using it, you tell us what you want. To a certain extent the colours are the easy bit. We envisage making new statements twice a year—either new products or new shades. In each case the shades will be developed in response to a fashion trend. We are not trying to break rules and be messiah's of the make-up world telling women what they should be wearing."

Asked about the problem of removing eye make-up Deirdre comments, "We are checking out changing attitudes to eye make-up remover. In the past our research told us that only about 10 per cent of women use a specific remover product, others use cleansing cream, baby lotion or oil. However it seems that since the introduction of Aziza products, we are becoming known as the eye people and have done such a good job on educating women about eye care that they are now wondering whether or not they should use a specific product and could look to us to provide it."

We mentioned earlier that Deirdre worked with Janet Lloyd some time ago. She is somewhat like Janet in her forthright and open manner. She talks candidly and enthusiastically about her attitude to the cosmetics business and carries the listener along on a tide of obvious enjoyment, total involvement and dedication. She mentions that her attitude to her husband is also similar to Janet's—she couldn't do it without him. "It's a real case of role reversal", she says, "years ago people said that behind every successful man is a good woman, well behind most successful women these days there's usually a good man".

Small and dark, she is full of energy which spills helter skelter into any conversation. She quickly espouses the cause of the chemist in today's society. "I have noticed a marked change towards a more business-like attitude among retail pharmacists today. Companies are going to have to make an absolute choice in the not too distant future about whether they are a consultant store line or offer a broader based range. I feel that chemists will benefit from that eventual choice because of their improved attitude. There are also better quality counter staff these days, and this strong comeback will, in my opinion, help maintain the importance of the chemist in the marketplace".

Summing up the company for which Deirdre Allen has been working for the past year and a half she says: "They are finding their own way to success through an interesting formula and approach." The same might be said both of Deirdre and Aziza.

SELLING

The new perfume

What's new about perfume? Quite simply—nothing. Perfume in one form or another has been with mankind during his journey through the ages. And as we approach the 1980s perfume is still very much with us.

What could be described as new, especially in Britain, is the attitude of the consumer towards perfume. A change has been wrought in a handful of years that has made the perfume business more exciting, increased awareness of perfume and boosted sales. Fragrance is now within most people's reach, and indeed has become part of the daily morning ritual of many women.

Until quite recently most perfumes hailed from France, and more specifically from the French couture houses. These presented favoured customers with small bottles whenever they bought a fashion creation. Jean Patou, for instance, created Joy—still described as the costliest perfume in the world—and presented an ounce to each of his "inner circle of fascinating women" in a bottle embossed with her name.

The way that the French became known as the world's perfumers is almost accidental. First they were glove makers. But gloves in those days—the 16th century—required perfuming to disguise the scent of leather. The heart of the glove-making industry was in Grasse, and local people learned to cultivate flowers and convert them into perfume. Today hardly anyone remembers Grasse for its glove making but it is world renowned as "the capital of haute perfumery".

It was not long, however, until these costly perfumes began to be sold on their own and so the market began widening with more and more women wanting to use these perfumes or at least something like them—and it has gone on widening since.

Promoting perfume

The ways in which the market has changed in more recent years can be attributed—as can many cultural changes—to the mass media. Perfume was promoted. The image that promotion offered always aspired to make the wearer of any particular perfume into the ideal woman. The concept of the perfect woman has changed, but still today the promise of various kinds of

fulfillment are contained—according to the advertisers—in an ounce or two of perfume.

Grès promoted Cabochard very hard when it first appeared twenty years ago. Rarely had the market seen such expenditure on the marketing of a new fragrance, but it recognised a trend when it saw one.

Promoting perfume reached something of a pinnacle of perfection when Revlon launched Charlie in 1973. The era of the "life-style" fragrance had arrived. What Revlon did was promote the image created by the fragrance as modern, liberated and confident. This is what you will look like; these are the things that could happen to you when you were Charlie, said the advertisements (see the Charlie girl at right).

It worked. Revlon had picked their moment: Women were a bit fed up with the flights of fancy of the perfume adman's pen. Everyone wanted to be a Charlie girl, and almost everyone was. Most companies too wanted to have a success like Charlie, and many leaped aboard the life-style bandwagon. Some with disastrous results. Of the more successful were Max Factor with Blasé and Lenthéric's Tramp.

Easier availability

One major side effect of the explosion of life-style fragrances that followed Charlies' launch was the massive amount of promotion they received. They were also easier to get hold of, fragrances having moved away from an exclusive consultant store image and into most department stores and many more chemists. Through this promotion and availability women learned to use perfume properly. Instead of dabbing it behind the ears on high days and holidays they now lavished it on daily. Indeed the advertising told them they were naked without it.

The perfume education of British women has wrought another change on the market, however—a more gradual one. These same ladies first decided that they preferred to buy their perfume themselves rather than rely on the often uninformed choices of fathers, husbands and lovers. Self-purchase therefore became a much more important factor in the market place. Consequently too the advertisers made even more sure that



Courtesy of Revlon

Revlon's Charlie girl

it was the women whose fancy they tickled. Women, however, are notoriously perverse creatures and once at the perfume counter they took a second look at older favourites—Chanel, Caleche, the perfumes of Guerlain, Givenchy, Nina Ricci and so on, and began to dabble.

It sees that in the long run they preferred these because the market has experienced a definite swing back to the classic style fragrances.

As Sue Bates, director of marketing at the UK office of Elizabeth Arden says: "With the heavy emphasis on fragrance advertising and promotion over the past decade, the customer has experienced an increased awareness of fragrance and she has gradually become far more discerning in her purchasing habits. Elizabeth Arden feel that there is a definite trend towards classic fragrances again—either fine French lines like Chloe or well-known, well-liked names like Blue Grass. We have had an exceptionally good year with Blue Grass and have found that offering fragrance gifts in the spring as well as at Christmas proved very successful."

A two way change is occurring—one toward the softer, floral, more feminine "prettier" fragrances and the other toward heavy, sexy oriental notes. The former with classic overtones, the latter more revolutionary. A company with a bias to classicism is Houbigant.

Houbigant, one of the oldest French companies represented in the UK market, have been proving to themselves not only here, but world wide, that the classic approach to fragrance marketing is best. They explained to *C&D* that unlike many fragrance houses, who follow each other in launching new fragrances onto the market with monotonous regularity—and in doing so almost ensure a limited life—Houbigant have not been so tempted.

Slow and steady growth

Even *Essence Rare*, their latest introduction which was launched in the UK in 1977, is in the quality classic tradition. "Elegant packaging and a sophisticated scent has allowed *Essence Rare* to follow the pattern of the enduring fragrance masterpieces everywhere, by growing slowly but steadily, gathering to itself more and more discriminating users as time goes on, relying both on the quality of the product combined with sampling to ensure a continual attraction to new users."

"We know that the market is moving in our favour" says Houbigant's managing director. "The last two years have shown a pattern of consumer movement towards higher quality classic French fragrances. This has obviously benefited us to a point where we are sure that we need simply to continue our current policies, re-double our efforts to maintain Houbigant in a major position in the UK as it is in many other markets."

Undoubtedly a contributory factor in that steady growth of *Essence Rare* was its advertising. Not since Charlie burst upon the scene have the advertisers let up. The pace is less frenzied now than earlier in the seventies though there is generally a more thoughtful trend.

Evoking moods

A quick round-up of the advertisements for perfume in a cross-section of women's magazines for September (not, traditionally, a busy time for fragrance advertising) reveals no less than twenty fragrances currently on public view—six of which are newcomers.

Watch for these advertisements and take note of the way the advertisers use words and couple them with the striking pictures of beautiful women, either looking languorous in soft focus shots, sophisticated in simple poses or frankly confident and carefree, but always happy. The combinations of these words and pictures create a mood for the fragrances that evokes, too, the mood of the times.

So the manufacturers and the advertisers are still doing their job; they are still creating the fragrances, presenting them in beautiful bottles, shrouding them with mystery or creating an image and advertising them with words like magic, sensual, outrageous, opulent, devastating, vivacious. But there has to be one further link in that chain before a woman can attain the preferred promises—and that link is you. Are you selling perfume properly?

Selling tips—demonstrate with flair

Revlon, the far-seeing manufacturers of the revolutionary Charlie, produce some guidelines for fragrance selling. First and foremost they recommend that assistants should thoroughly familiarise themselves with a wide range of perfumes. Testing them, wearing them, identifying the "notes" (see p12) and bracketing one with other similar "families" of fragrance. It is hoped that this will encourage a personal enthusiasm which will help in the sale of a perfume. Even if you don't like a particular perfume yourself—remember that reactions to fragrance are highly personal and that something that doesn't suit you might be very attractive on another woman.

If you learn about perfume "families" then once a customer has identified a perfume she likes you can offer her a choice of similar fragrances, rather than just pulling one bottle off the shelf at random. If her tastes are for light, floral fragrances it's a complete waste of time offering her a musky or woody perfume to try.

Demonstrating with flair is important too—a quick uninterested squirt onto her wrist accompanied by a muttered: "This one's nice", is not going to excite anybody. Having learned more about fragrance yourself you should be able to describe it in a few evocative sentences—but don't get too high flown! Proffer her the tester as if "you were offering something rare and special," encourage Revlon. "The more you make the customer want the fragrance the more she looks forward to trying it."

If the customer moves to sniff her wrist (or palm, many people say it's the best place to test a perfume) discourage her and insist she wait for the fragrance to develop. Otherwise all she smells is the first whiff of the alcohol suspension. It is suggested that the time could be used to show the customer what complementary products are available in that fragrance line.

Keep an open mind

It is also important to keep an open mind. Just because the advertiser's image of a perfume is young, bouncy and full of life doesn't mean that it can't be worn easily and with pleasure by someone's grandmother.

It is not possible for your customer's nose to cope with trying more than two or three fragrances at a time. Too many and she will become confused and unable to distinguish one from another. All the more reason why perfumes you give her to try should be ones within a sphere you know she likes. Ask her which perfumes she has enjoyed wearing in the past, and stay within that "family".

The more lavish use to which women now put fragrance has encouraged the

development of a new type of product—the eau fraiche. It is necessary to understand that perfume is the most concentrated form of fragrance, consisting of basic perfume essences suspended in alcohol, oil or sometimes wax. Other forms have a greater percentage of alcohol in ratio to the quantity of essential oils, are less potent and less expensive. These include the concentrated colognes, which are stronger than the eau de toilette which in turn is stronger than an eau de cologne. An eau fraiche—literally, fresh water—is seen more as an alternative to talc. Britain is about the only European country where women still cling to the fashion of dousing themselves in talcum powder after a bath. Elsewhere the refreshing splash of a very lightly fragranced perfume product is preferred. Often this product is also used in the bath.

Probably the oldest product in this field that is still around today is 4711 (see p5). Last year Dana came into the market with the *Herbissimo* range (see *C&D's Beauty Business*, August 4, p3) and L'Oreal made their British debut in the fragrance market with *Eau Jeune Senteurs Fraiches*. They followed it with a sister product intended for similar use but in the evening, since *Eau Jeune L'Orientale* has heavier, sexier notes to it—completely in line with the new interest being taken in the oriental type of fragrance. Opium from Yves St Laurent was the first to re-awaken consumer interest in this type of fragrance and many launches since then have echoed its heady eastern appeal—*Mystère de Rochas* whose underlying woody note is completely unknown to nature—it is a synthetic created exclusively for Rochas; *Cinnabar* from Estée Lauder; *Dioressence*, and *Nahema*, the new perfume from Guerlain.

The other market trend is in complete contrast to these oriental fragrances—it is for the romantic, flowery perfumes. Women it seems have once again changed their minds—or at least half changed it. After being turned on by the assertive image of the perfumes of the early seventies they are now swinging the pendulum back to an image of femininity.

Perhaps the last trend, like all trends, went too far—the confidence of those earlier images became overbearing and the assertiveness became bossiness. Individuality remains however and the new femininity has none of the old overtones of submissiveness. Hence the appeal of the orientals for night wear.

Hints of another new influence in the fragrance market are coming from two separate sources. Fabergé are intending to launch *Adesso* into the UK sometime next spring and Boots are adding *Fiori* to their own brand range of fragrances. Both of these have a strong Italian "feel".

It seems natural that the Italians keenly developed sense of style should influence the perfume market too. After all, that is what wearing the new perfume is all about—style!

PERFUME NOTES

In the beginning...

Whenever one talks about a sense, such as smell or taste, one comes up against intangibles; to explain something one "feels" is not easy. Basically most products have either a smell or a taste, today both these are often made synthetically by a combination of a number of different flavour or fragrances. Even when they are not synthetic they have, at some stage, to be mixed together like formulae in a laboratory, before they can be used by manufacturers to make up the final product, be it a perfume or a fly spray.

The industry which supplies the compounds of the natural products or synthetic requirements is therefore exceptionally important. It is generally referred to as the flavour and fragrance industry and is represented by such

important trade routes were established. Fragrant materials were used in ancient times, not only for religious purposes but also as beauty aids and toiletries".

When industrialisation began, factories for the production of soaps and other toiletries and also of food and confectionery were established. Consequently, a greater demand for fragrances and flavourings developed, which were required to have consistent quality and an economical price. This in turn led to the founding of a new branch of industry, the fragrance and flavour industry.

Initially, various processes were used to separate the fragrant or tasty components of certain natural substances from the inert bulk of the material, so as to obtain them in concentrated form.

natural material, the kind and manner of processing, and also from harvest to harvest, the composition of these products can vary, which, for many intended uses, can be a disadvantage.

With the advance of chemistry in the first half of the 19th century, the study of the chemistry of organic materials began and it gradually became possible to isolate and purify many components including, amongst others, the principal active ingredient of the vanilla bean, vanillin. With the discovery by F. Tiemann and W. Haarmann of a method of preparing this substance from a source other than the vanilla bean, and that by a chemical process a flavour substance was for the first time synthesised, a new era began. The synthesised fragrance and flavour substances, also called aroma chemicals, have defined characteristics and therefore the manufacture of products whose odour and flavour are standardised is possible. This is an indispensable prerequisite for industrial mass production. Furthermore, the aroma chemicals are relatively low-priced. Fragrances and attractive flavours were thus brought within the reach of everyone.

Nowadays, the raw materials for the manufacture of fragrances and flavours are partly natural, partly synthetic. The natural materials are predominantly parts of plants, such as fruits, flowers, leaves, roots, resins, etc. Less numerous, but not of lesser importance, are some raw materials of animal origin, the first stage of processing is the separation of the inert animal or vegetable matter. By far the most important method of doing this is steam-distillation. The components that are volatile in steam are called essential oils. Often, the distillation is carried out by the native growers of the plants. The essential oils are important natural raw materials for further processing into aroma chemicals. The synthetic raw materials are the most various kinds of intermediates, produced by the organic chemical industry.

From the essential oils on the one hand and the chemical intermediates on the other, the aroma chemicals are made partly by purely physical means, that is, without chemical treatment, and partly by chemical processes. At the present time, more than 3,000 aroma chemicals are known. It is a fact that the overwhelming majority of the synthesised compounds used nowadays as odourants and flavourings are chemically identical to substances that occur in nature. The remaining compounds are as a rule at least closely related in



The collection of ancient perfume bottles which adorns Haarmann & Reimers' reception area

firms are the IFF, Dragoco and Haarmann & Reimer.

C&D's beauty editor visited the Haarmann & Reimer plant in Germany to learn more about this industry. It is probably best explained by the company itself:

"Man began very early to improve his food by adding flavours. The preparation of food was initially individual, and salt, honey, fruits, spicy herbs etc. were used for flavouring. Wars were fought for the possession of salt and exotic spices, while at the same time

A major centre of these activities grew up at Grasse, in Southern France. According to their nature and the method of manufacture, the products were called essential oils, resins, concretes, or absolutes. These are high-quality products and correspondingly expensive. Even today, they are still used in fine perfumes.

Chemically, these products are complex mixtures of the various fragrant or flavourous substances, originally contained in the corresponding natural material. According to the source of the

structure to naturally occurring substances. Apparently, during the course of evolution, man's odour and flavour receptors have adapted to these natural substances.

The manufacture of aroma chemicals is, in part, a very complex process in modern plants. At the end of the production, there is always a purification stage. The product quality is continuously controlled by analytical and "organoleptical" testing ("organoleptical" testing is the human assessment of odour and flavour).

Mixtures of odourants or flavours are called compositions. In the odourants sector the compositions are fragrances, in the flavour sector they are called just flavours. The flavour and fragrance manufacturers do not produce any finished products for direct sale to the general public. The products of this industry; aroma chemicals, fragrances and flavours are important ingredients for many finished products manufacturing industries.

The aroma chemicals can be used as such in perfumery, but most often several aromatics are blended together, sometimes with the addition of essential oils. It is the job of the perfumer to select, from the great number of available raw materials, those most suitable for the intended use of the perfume and to blend them into compositions with optimum perfume acceptance.

Great demands are made on his creation, the fragrance . . . it must not only give an attractive odour to the final

product, but must also fulfil a number of conditions specific to that product. Thus, it must not change the final product, for example, by causing discoloration but it must mask any unpleasant odour proper to the finished product. The fragrance must be long lasting on the skin, and not the least important, the composition must be compatible with the skin, and so on.

A trained nose, a good memory for odours, creative intuition paired with systematic working, excellent knowledge of materials, and years of experience, all these in combination are the indispensable prerequisites for a good perfumer.

Visiting the H&R plant one sees the research laboratories in which field the company spends more than 7.5 per cent of their sales revenue; in the perfumery division it is more than 11 per cent. There are also vast processing plants where fruits and flowers are crushed for their essential oils, the chemical plants where the synthetics already mentioned are made up and the blending buildings where numerous pipes descend from vast tanks overhead. The pipes are in a precise order and feed the basic fragancing or flavouring substances down to the blender as required. He has his "recipe" and moves from pipe to pipe adding the contents to a vat as indicated in the recipe. Although there are hundreds of these pipes they contain only the most frequently used odourants and flavours, additional, less frequently used ones are stored in bottles in the

middle of the plant.

When the blender has completed his task, having followed the recipe very precisely, the results are packaged and despatched to the customer who will perfume or flavour their products.

H&R believe that the applications of these products can only increase—they are already discussing the fragancing of polymers and plastics. They can envisage also the fragancing of a film—we have already witnessed such things as "sensoround" and have even had intimations of "feelaround", so why not "smellaround"—or one for a discotheque so that a mood could be created by the "smell" of a place, like fragancing the panelling of a conference room to give off a cedar smell and so perhaps create a sombre, businesslike mood.

The gentlemen at H&R describe the nose as a muscle in that the more it is used the stronger and more flexible it becomes. The company is studying the function of the nose and they have discovered that there are between 30 and 50 primary odours, like primary colours, which work together to produce the "shape" of a smell.

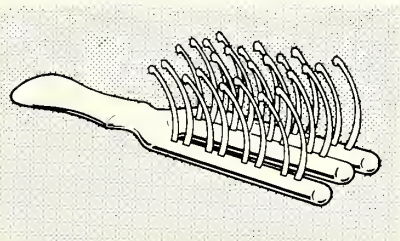
The company goes on to say that with fragrance one tries to create a "mood" and it has even been suggested that research could develop a manufactured "mood" wherein sad people would have to be happy or fat people could be dissuaded from eating. At the moment however these ideas seem a bit far fetched—but who knows what may happen in the next decade?

Rand Rocket

INTRODUCE THE ABSOLUTELY UNIQUE

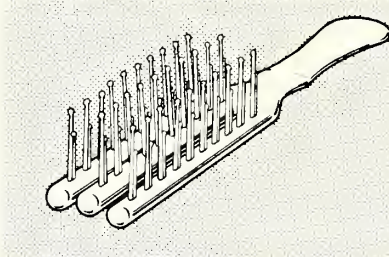
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The First and Only Brush for Curly and Permed Hair
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PERFUME NOTES

Perfume, and all its derivatives—cologne, eau de toilette etc—is now being used with much more appreciation by British women.

Today the biggest growth area in the perfume market is one characterised by Opium from Yves St Laurent, by Cinnabar from Estee Lauder and by fragrances like Eau Jeune Orientale from L'Oreal—in fact they are called oriental type fragrances in that “oriental” notes flavour the fragrance.

This business of “notes” and “flavours” in perfumes is difficult to explain but an attractive and efficient attempt is made by a firm called Haarmann & Reimer, a German company which is a wholly owned subsidiary of Bayer (to find out who Haarmann & Reimer are and what they do please turn to page 10).

The company have produced a “map” of perfumes, or more properly a genealogy—a colourful and beautifully produced family tree. This looks at the development of fragrance during the past century and divides them into twelve categories noting the relationship of one perfume to another and highlighting trends in usage at different times during the era. The second edition of this genealogy has just been produced and is partnered by one for masculine notes and the latest which traces the history of American fragrances.

Peter Wörner, who created these genealogies for H&R, says in his introduction; “At all times the height of a creative perfumer’s ambition is to compose perfumes that on the one hand have an element of novelty and on the other correspond exactly to the taste of the public. Since the beginning of this century—a period in which perfumery has undergone a hitherto unprecedented expansion—a great many perfumes have been developed of which, understandably, not every one could be a genuine novelty. Many of these developments had only a brief life. Some however achieved worldwide fame.

The genealogy is divided into 12 perfume “fields”—green, floral-fresh, floral-dry-herb, floral, aldehydic-floral, aldehydic-floral-woody-powdery, fresh-aldehydic-mossy, aldehydic-mossy-animalic, mossy-fruity, oriental, tobacco/leather and Fougère which equals fresh-aromatic-spicy-mossy. As you can see these “fields” can be further broken down into eight “families”—the green notes, flowery notes, aldehydic notes, Chypre notes, oriental notes, tobacco notes, leather notes and the Fougère notes.

Some of these “notes” are self explanatory—green, for instance, describes, as the name implies, a fresh, green flowery

Fragrant Mysteries



Peter Wörner, Haarmann & Reimers’ “nose”, practising his art

fragrance and within this category probably the best known are Vent Vert by Balmain (introduced in 1945*), the two trendsetters—Chanel 19 (1971) which is a leafy green, slightly fruity fragrance and Alliage (Lauder 1972) which is more sophisticated with dry, woody nuances.

Floral notes are just that, but are subdivided into floral-fresh highlighted by Diorissimo (Dior 1956), Fidji (Laroche 1966), and Cristalle (Chanel 1974); floral-dry-herb begun by L’Origan (Coty 1905) and followed by L’Heure Bleue (Lanvin 1912), more recently identified by the increased activity in this market characterised by Estée (Lauder 1969), Charlie (Revlon 1973), Chloe (Lagerfeld 1975) and Cabriole (Arden 1977). And purely floral perfumes are best illustrated by Quelques Fleurs (Houbigant 1912—bet that surprised you!), L’Air du Temps (Ricci 1948) and most recently Cie (Shulton 1977—although only introduced in the UK a couple of months ago).

Next come the aldehydic notes which are divided into two groups—aldehydic-floral and aldehydic-floral-woody-powdery. Believe it or not the aldehydic odours are said to be related to some extent to the odour of human skin and sweat. The first great aldehydic-floral was none other than Chanel No 5 (1921), followed by Arpege (Lanvin 1922), Madame Rochas (1960).

Tosca by 4711 (see page 5) led the

way in the other aldehydic sub-division and since then has indirectly spawned Calèche (Hermes 1961), Calandre (Rabanne 1968), Chamade (Guerlain 1970), Havoc (Quant 1974), Aviance (Matchabelli 1975), Eseeence Rare (Houbigant 1976) and Je Suis (Yardley 1977). This trend is still very forceful.

Chypre notes are also difficult to describe because in fact the whole category takes its name from one perfume introduced by Coty in 1917 followed by Crepe de Chine (Millot 1925 and recently re-introduced to the UK), Ma Griffe (Carven 1944), Azzaro (1975) and Chique (Yardley 1976).

The floral-mossy-animalic sub-division of the Chypre family is led by a fragrance called Bandit (Piguet 1944) whose notes are more or less repeated in the more popular Cabochard (Gres 1958) and also includes Miss Dior (1947), Intimate (Revlon 1955), Cachet (Matchabelli 1970) and Geminisse (Factor 1974).

We then come on to the oriental notes, a family which is currently witnessing much expansion. Way back in 1898 Guerlain began this phase with Jicky and followed it in 1925 with Shalimar. It also includes Tabu (Dana 1931), Shocking (Schiaparelli 1935), but really made a mass impact with Youth Dew (Lauder 1952). Mrs Lauder has recently introduced Cinnabar, a perfume which has been described as a soft Youth Dew, in the wake of St Laurents Opium (1977).

With tobacco and leather notes we are once again back with self explanatory terms and indeed self-explanatory names since the two sub-divisions are led variously by Tabac Blond (Caron 1919) and Cuir—the French word for leather—de Russie (Chanel 1924).

Finally the Fougère notes are so called because of the enormous impact of Fougère Royale from Houbigant in 1882. These creations are right on the border of the masculine notes and include Canoe (Dana 1935) and Brut (Faberger 1964). Interestingly enough many women are now preferring fragrances originally intended for male use.

Your shop may not stock all of these perfumes but if you have testers of some of them you can begin learning to identify the various categories. Very often if you find a customer likes a fragrance she may also like others within the same category. More information about the instructive genealogy poster can be obtained from Haarmann & Reimer’s offices in the UK which are based at Fieldhouse Lane, PO Box 7, Marlow, Bucks SL7 1NA.

*Dates in brackets refer to the time of introduction in the country of origin.

Kids' Stuff?



During the past three years, Matey has rocketed from just another childrens' bubble bath to Britain's second most popular liquid bath additive. Bigger than Norsca, Three Wishes and Midas.

Matey's not resting on his laurels. His successful formula of advertising and promotional support continues throughout the year to keep your Matey sales bubbling over.

That's why Matey leaves the competition on the shelf.

So doesn't it make sense to stick with success?



Nicholas

Pharmaceuticals, Toiletries,
Hospital Supplies.

MATEY is a registered trade mark.

MARKETING

Catching them young

There are a variety of ways that the forward-looking chemist can exploit the children's market. Most, however, seem to centre around keeping kids clean—or more specifically, encouraging them to keep themselves clean.

The horror that most children have of taking a bath is legendary, but today they can be seduced with bubbles galore, soaps sculptured to look like favourite television characters, sponges on wheels, toothbrushes which smile, combs covered with graffiti—and hair is kept in place with animal or flower grips.

All these are intended to make keeping clean and tidy less of a chore and more like play. In selling them, although it is the mothers who buy, the products should be so displayed as to attract the interest of the children. And if possible the displays should be linked to current television promotions or film presentations.

A product that has probably been keeping children cleaner for longer than most is Matey. Nicholas Laboratories tell us that Matey has 6 per cent of the total bath additive market, aside from its slice of the specifically child oriented bracket. The total bath additive market is said to be worth more than £32 million annually and although Matey is a children's product it is currently number two in the total liquid bath additive area—second only to another Nicholas product, Radox herbal bath.

The company says that a recent survey showed that more than half of all mothers with children aged between two and twelve, bought Matey regularly. Matey is claimed to be the only children's bath additive advertised on national television on a continuing basis. A new £150,000 campaign is expected to be seen by eight million child viewers in its four week transmission period starting this month (strike permitting) and this, together with novel promotions such as the current Green Cross Code link-up, is seen to be a major factor in Matey's continued buoyancy.

Foremost in the mind of the manufacturers of Matey is the intention to assume a responsible image commensurate with the stature of the brand. John Alway, product marketing manager for Matey, comments: "As the long established number one children's bath product, we feel that Matey should project a responsible image and offer regular users something extra. Our objective is to show that Matey is a fun product but that it can carry a message too—whether it be to encourage interest in wild life preservation as with our "Save the Whale" campaign, or to offer children the opportunity to become involved with the Green Cross Code and thereby learn about road safety".

The campaign for road safety consisting of a series of promotions, aimed at children, began this month and runs until spring 1980. The campaign centres around the Green Cross Code and numerous activities are planned including a painting competition, a road safety game and teach-ins featuring the Green Cross man—David Prowse (see picture).

In the first stage of the campaign, each bottle of Matey will carry a self-adhesive, silver reflective spot marked with the Green Cross symbol. Children will be able to put the

spot on their clothing or satchels and so be seen by motorists easily. And there is a poster to send for, depicting the Green Cross man giving Matey a blow by blow account of how to cross the road safely. For the Christmas period there will be a special gift carton featuring a road safety game which covers safety for child cyclists as well as pedestrians.

Matey's message of turning bath time into a "fun packed game which cleans the children into the bargain" has obviously appealed to many as an ideal solution to a chore which can so easily become a misery for both mother and child. Matey bubble bath, with its cheery sailor's face on the bottle, provides entertainment for the children as well as cutting down the hard work for their mother.

More than a fun bubble bath, the gentle suds soak dirt away, cleaning children without back-breaking scrubbing. Matey bubble bath has been specially formulated to produce lots of gentle bubbles and make bath cleaning easy, as dirt does not cling to the bath. Matey bubble bath has been joined by a companion product—Matey shampoo. Again this product is designed for children in the two to twelve age range. This is reflected in the especially mild formulation of the shampoo, which is less likely to sting the eyes than adult shampoos.

The market for children's toiletries was worth £12 million (rsp) last year according to LRC, with character merchandised products accounting for half these sales.

LRC claims to have been one of the first companies to use the technique of character merchandising when they introduced their Camberwick Green range in 1970. The toiletries are based on the BBC's television serial, Camberwick Green, which has been running for 13 years, and which is scheduled for two series this year.

"The popularity of the television serial has helped make Camberwick Green toiletries a favourite with younger children," comments Nick White, LRC toiletries group product manager. "Since introducing our first gift pack in 1975, Camberwick's volume sales have increased steadily each year, with the year ending March 1979 recording a 17 per cent growth over the previous 12 months."



Courtesy of Nicholas

Prompted by the success of previous years, LRC has introduced two new gift packs this year, ideal for Christmas. One contains a character foam bath, talc and character soap, and features a cut-out cardboard cannon. The other contains a character foam bath and talc, and features a cut-out cardboard character with clothes.

For the first time LRC are supporting the Camberwick Green range with a consumer competition, which has been organised with the Pre-school Playgroups Association. Playgroup leaders and mothers are asked to build a Camberwick town, using at least ten empty packs, and then send a photograph of the town to LRC. Prizes of playgroup equipment to the value of £2,000 will be donated to the winning playgroups. There are over 17,000 playgroups in Britain and the competition is being publicised with a poster insert in the

PPA's magazines *Under 5* and *Contact*. "We believe the competition will stimulate consumer purchases," comments Nick White. "It will also prove to be a valuable method of increasing the general awareness of the Camberwick brand with mothers and young children."

To enable chemists to take advantage of the expected uplift in sales, and to encourage more prominent feature displays of the brand in store, LRC are offering a prepacked floorstanding display unit. Carrying a header card which features the Camberwick characters, the unit contains 24 toothpastes and 12 each of the foam bath, talc and character soap. The unit is available free.

LRC Products' range of children's toiletries includes another set of character merchandised products, based on the Flintstones television serial which has been running for 17 years. Like the Camberwick products, the success of the range has been helped by the popularity of the television serial.

The company also manufactures Warpaint, a bubble bath gel which comes in brightly decorated PVC tubes in three primary colours—apache blue, blood red and tepee yellow. The gel can be safely painted on children's bodies or down the side of the bath to make a rich foam, cleaning both kids and the bath at the same time.

Fassett & Johnson have been producing character toiletries since 1972. They began with Pink Panther and have manufactured a number of characters including Yogie Bear, Scoobie Doo and the Wombles. Their most recent characters have been the Muppets, Buzby and Abba. The Muppets are as popular as they ever were and Fassett & Johnson have just introduced a fourth Muppet soap which is a beautifully sculptured Statler and Waldorf. Others in the Muppet range are Miss Piggy, Fozzie Bear and Kermit.

The Fassett & Johnson range aims to extend its appeal to children and teenagers of both sexes and every interest. For example introduced for the first time last year were Team Toiletries for soccer mad fans. The talc, splash cologne and hair and body shampoo carry the names of favourite teams. Seven teams in all are mentioned including Newcastle, Manchester United and Nottingham Forest.

The Abba pop group have their named featured on Abba—the soap, a cassette style soap, two spray colognes, one named after Anna and one after Frida, and an Abba gift set comprising cologne and soap. This is packaged in a juke box. The Buzby range now consists of a soap in the shape of Buzby himself, Buzby talc, bubble bath and gift set (talc and bubble bath). Three other items said to be ideal for the slightly older teenage market are the beer tankard beer shampoo in a quality glass tankard and Supermike the soap microphone for singing in the shower and Viking chessman soap—a replica of the famous Isle of Lewis chessman.

For children the latest in bathtime fun is Fassett & Johnson's Mask of Horror bubble bath! This is a deep pink bubble bath in a container with a horror mask wrapped safely round. This promises to be a shocking success this Christmas, says the company, adding that the children's market is becoming increasingly important as a year round market: "The time when children only used bubble bath at Christmas is vanishing and more and more are expecting bubbles and fun as part of their daily bathtime routine."

Specifically for Christmas, however, Miles Laboratories are introducing some novel products which are already said to be creating a great deal of interest. These include an old favourite, Frothy Frog with a little singalong tune: Mickey Mouse and Donald Duck sponges and Softmobile—a range of four sponge toys on wheels. Holly gift boxes comprise a neat arrangement of bath sponge, friction sponge and bath mitt or a small box containing bath mitt and toilet sponge. "The beauty of this is (stroke of genius!)" comment Miles, "that the sponges are in their original packaging inside the gift box at their normal prices, which means that every chemist can load up with these attractive products with full confidence because, if he just has one left after Christmas all he needs to do is to open the Gift Box and sell the sponges at the normal retail price.

"This has got to be the ideal year-round profit spinner with no risk whatever of being left with residual stocks—the

problem which every chemist knows takes a lot of the gift off the gingerbread."

Addis, although traditionally famous for its range of housewares and Wisdom toothbrushes, is also a company involved in the manufacture of toilet products for adults and children. The children's range includes a collection of "fun" items such as a Snowman bubble bath; the three Sergeants talc, shampoo and bubble bath collection; animal characters including Ozzie Octopus, Jumbo the elephant and Danny Duck also containing bubble bath.

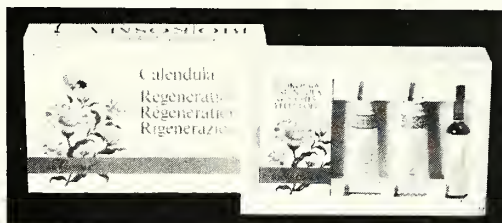
From Laughton & Sons Ltd, the manufacturer of the Lady Jayne range of hair fashion aids, comes an increasingly popular range of hair ornaments for the young Miss—aptly named Miss Jayne. The range is promoted on a small compact display stand containing 72 assorted carded items, with colourful pony tail bobbles and bands, and hair slides in a variety of shapes and finishes.

Detailed above are some of the wide variety of products available to enable you to capture a slice of the children's market. But you should also keep an eye on "forthcoming attractions" either on television or at the cinema. The current influence of science fiction on books, films and the imagination is phenomenal. Last year Star Wars made headline news, and later this year Walt Disney's film *The Black Hole* will be creating quite an impact and undoubtedly a series of spin-off products.

It can, however, be quite a deceptive market in that some "fads" last for years, witness the perennial popularity of Mickey Mouse, Snoopy and now the Muppets. Others can come and go in a flash. It is almost impossible to predict which will become legends and which instantly forgettable "overnight sensations".

It is in the interests of the companies involved however to keep the memory of their investments fresh in the minds of the teeny public, so they usually supply good sales aids which, if used imaginatively, can make your shop as popular as the local toy shop.

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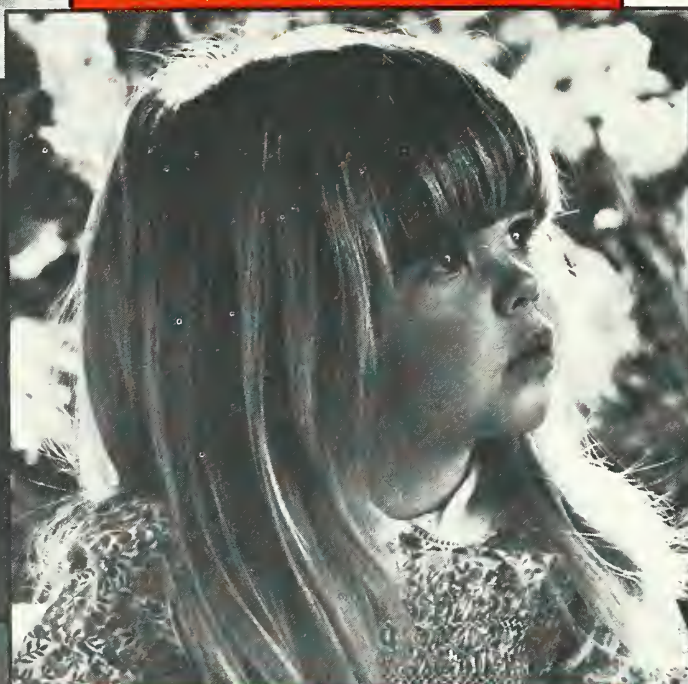
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Beauty Business



Pictured above is Miss Pears 1976— an ideal candidate by now for the goodies offered by the children's market investigated in this month's Beauty Business. Which perfume will she be wearing in a few years' time? Find out inside in our feature on the new perfume



